

ART MUSEUMS BY THE NUMBERS 2018



The “Art Museums by the Numbers” report is released regularly by the Association of Art Museums Directors (AAMD) to inform audiences about key aspects of art museum operations. The report provides an overview of the field with benchmarking data drawn from AAMD’s yearly member survey. First released in 2014, “Art Museums by the Numbers” looks at museums’ revenue and expenses, attendance, collections, and sources of funding, as well as periodically including additional data points of interest to the field and the public.

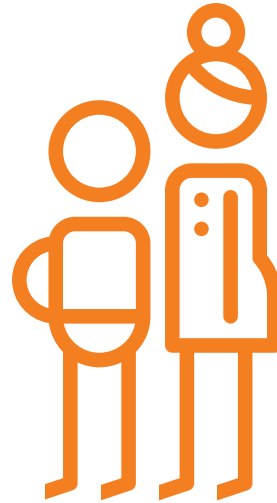
For the 2018 report, AAMD has continued its partnership with Stax Inc., a data driven consulting and advisory firm, which began with the **2017 Salary Survey**. Working with AAMD, Stax provided the data analysis and insights for all of the report’s recurring components and, for this year, also included analyses of selected data points over a fifteen-year timespan. This historical analysis takes both a pre-recessionary (2003–2008) and post-recessionary (2013–2017) view, in order to better understand museum performance in the context of the broader economy.

Since the first report in 2014 report, the numbers demonstrate stability and flexibility within the field. Looked at over time, the data reflects how art museums adjusted during—and then recovered from—the recession. All previous versions of this report can be accessed online at **aamd.org**.

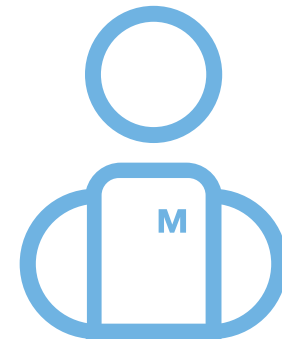
Collections and Audience



16,114,156
**Total Collection
Objects**



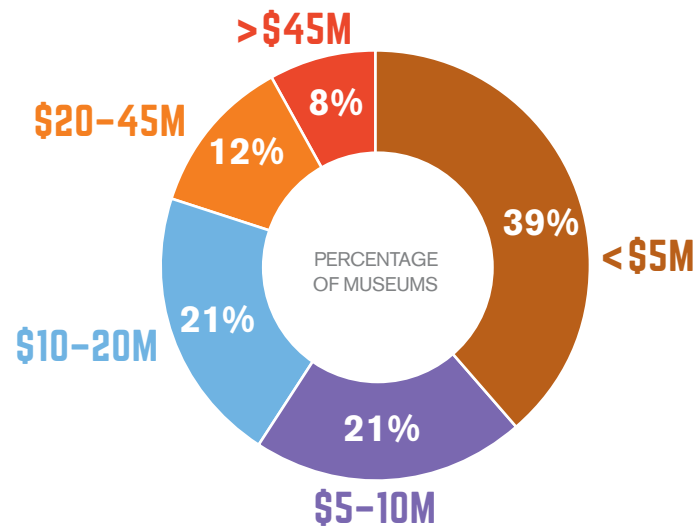
67,638,407
Total Attendance



1,949,970
Total Members

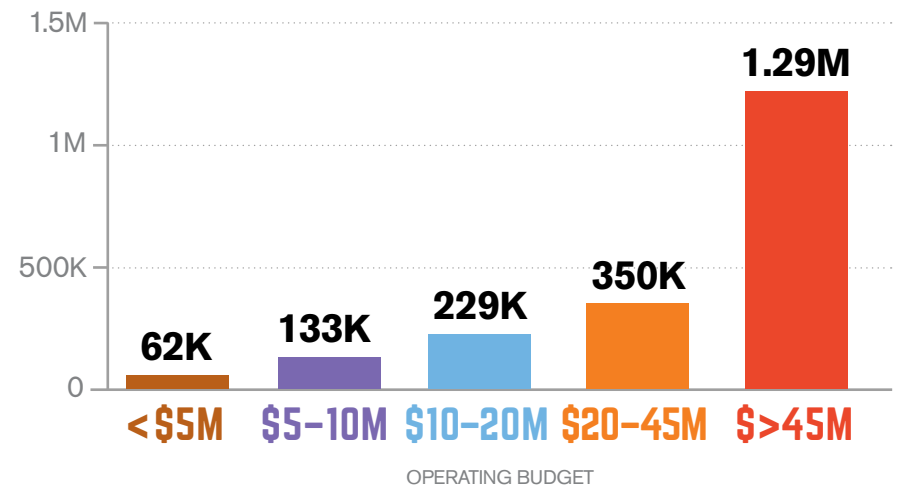
Summary of Museums Surveyed

Museums by Operating Budget



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

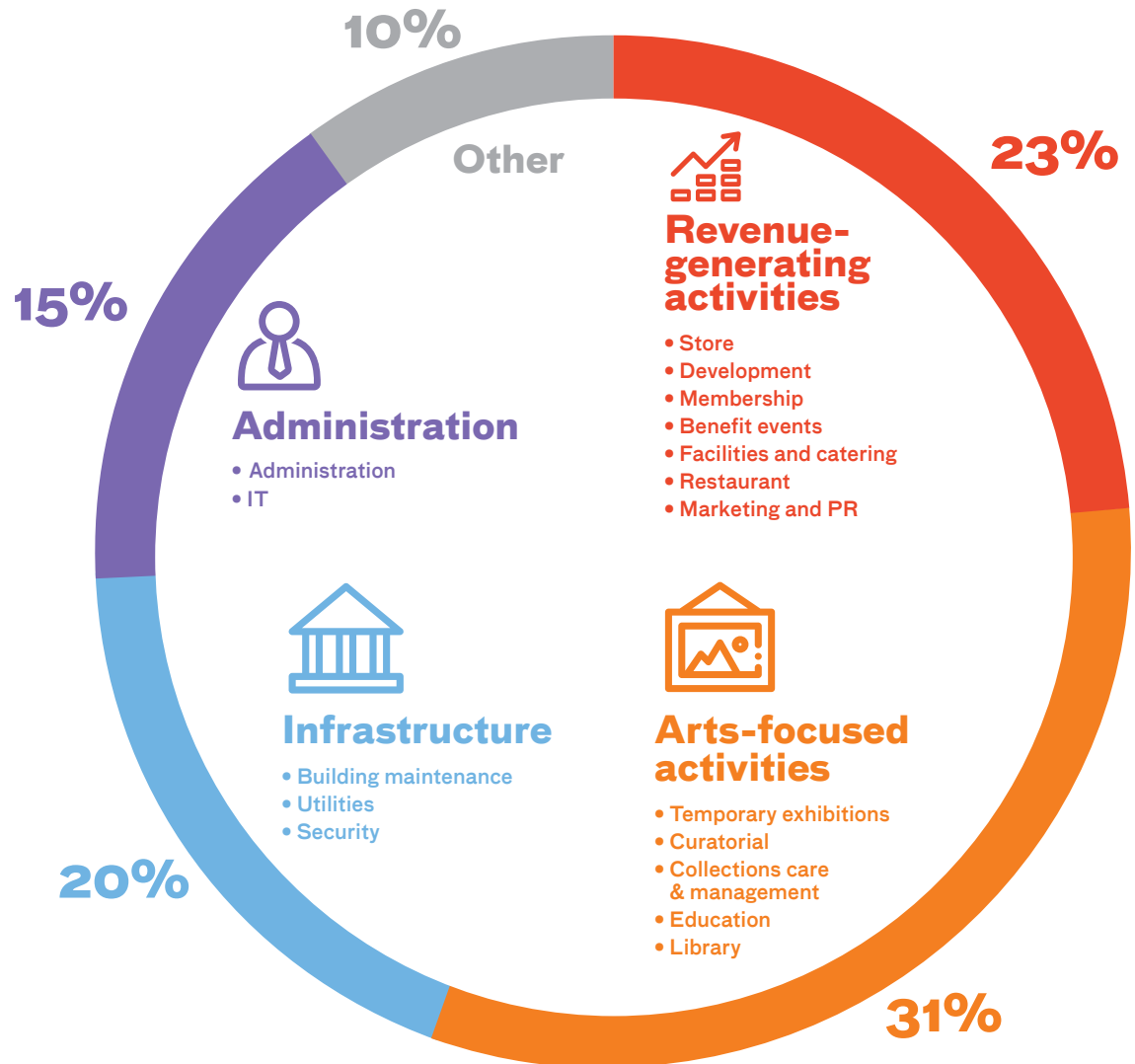
Average Attendance



Source: 208 museums across the U.S., Canada, and Mexico

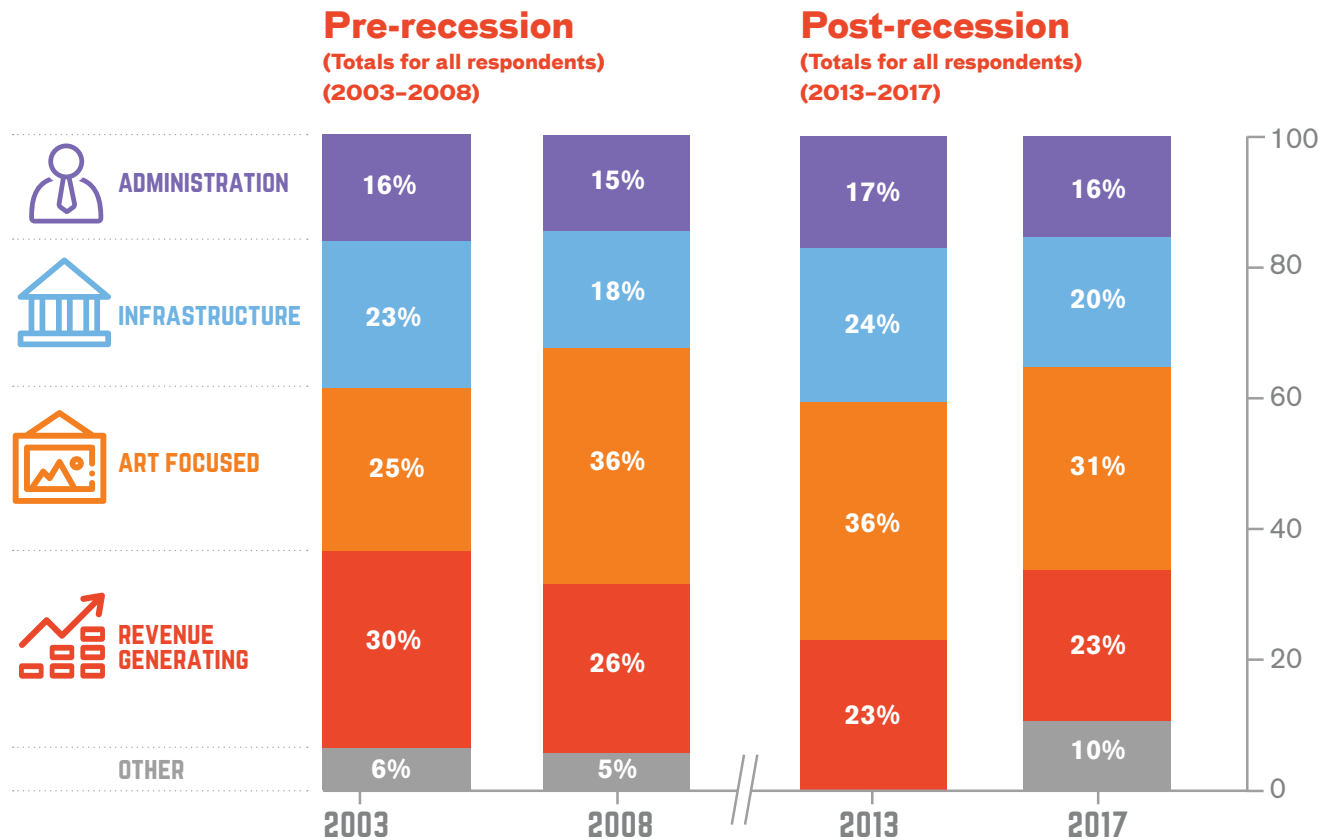
Average Operating Expenses

For the third year in a row, more than two-thirds of art museums' annual expenses were focused on arts-related activities. This means that the majority of a museum's resources are allocated to key elements such as the care and management of collections, and the development and presentation of exhibitions and educational programs, as well as the costs associated with maintaining infrastructure and security, to benefit visitors and the art they want to see.



Operating Expenses Over Time

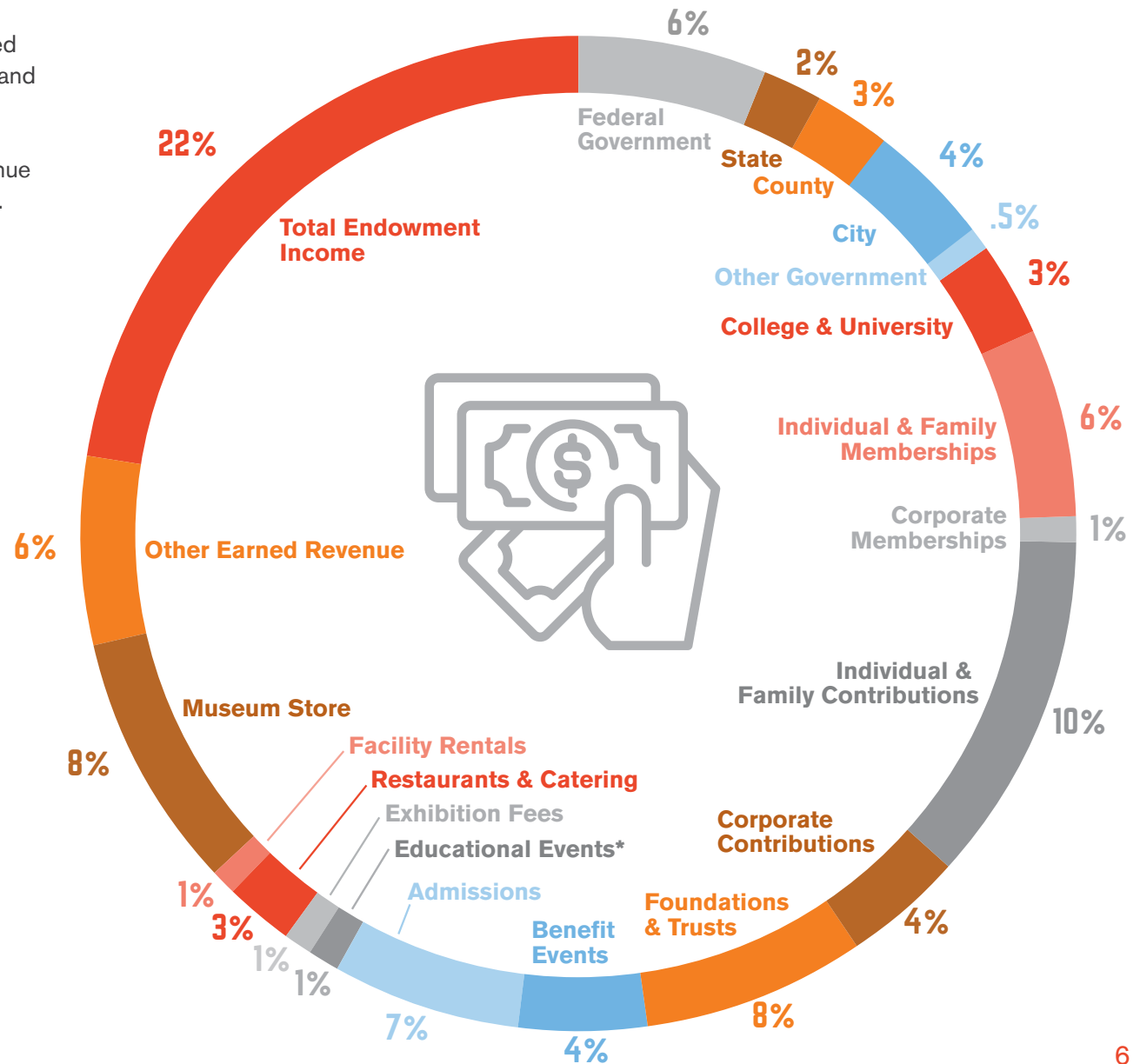
Looked at during the period from 2003 through 2017, this allocation of resources towards museums' arts-focused activities can also be seen as the long-term trend: the portion of expenses allocated towards each area of operations has remained largely unchanged when comparing the pre-recessionary and post-recessionary periods.



*AAMD did not collect data in the Other Expenses category in 2013
Source: AAMD member Statistical Survey Responses from 2003 – 2017

Average Sources of Revenue & Support

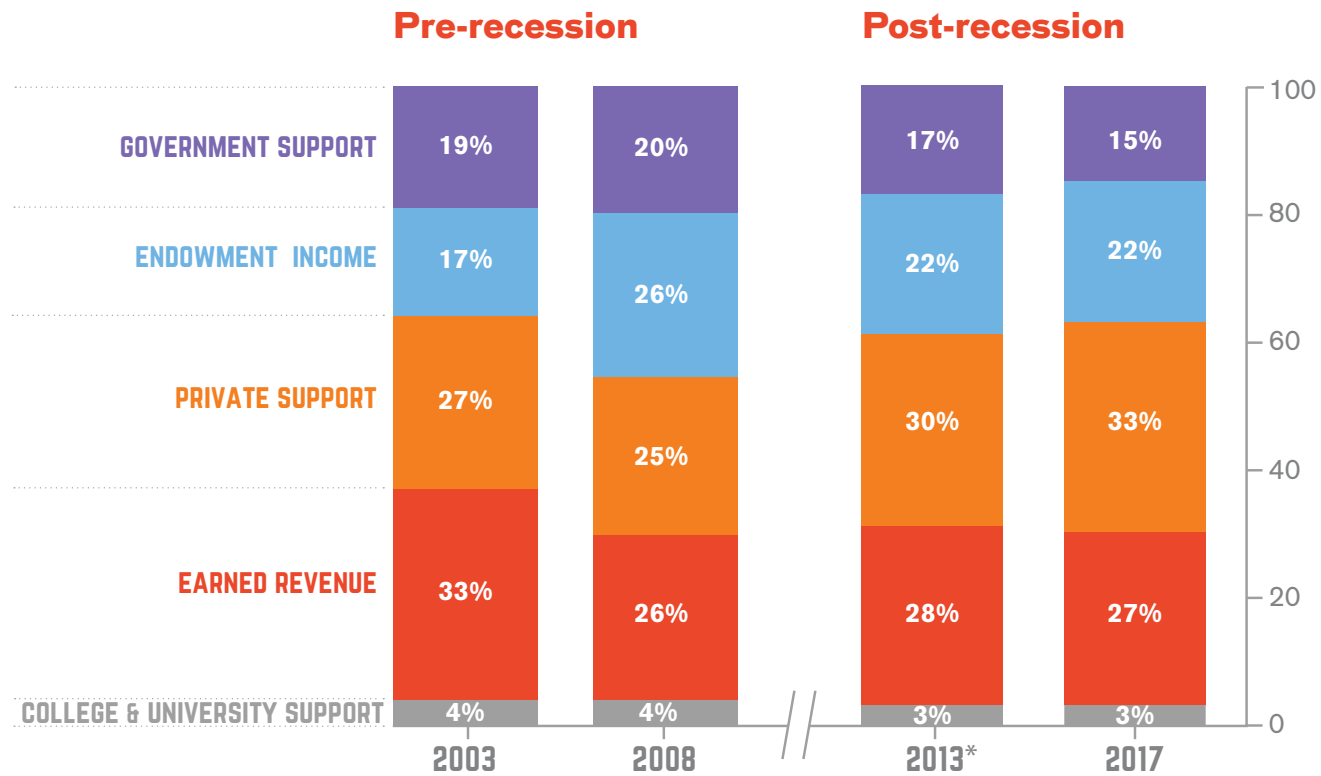
Similar to previous years, museums continued to maintain a diversified portfolio of support and revenue streams in FY 2017 to help ensure financial stability. There were no significant changes in the sources of support and revenue in 2017 when compared to 2015 and 2016.



Source: 208 museums across the U.S., Canada, and Mexico

Total Revenue Over Time

Looking at art museums' average revenue streams over time shows small fluctuations, particularly in the areas of Private Support and Earned Revenue. The overall picture is one of stability and, in the period since 2008, slight growth in levels of private philanthropy (e.g., individual and family gifts, foundation gifts, and corporate support).



Source: AAMD member Statistical Survey Responses from 2003 – 2017

Earned Revenue Analysis

As this detailed look at **earned revenue**—a subset of art museums’ overall revenue sources—shows, since 2008 admissions dollars as a percentage of earned revenue have increased, while revenue from museum stores has declined. However, when viewed in the context of **total revenue**, the impact of these changes are muted, as shown in the pie chart on page 6: admissions revenue has ranged between 6% and 7% of the total between 2014–2018, and revenue from museum stores has held steady at 8% of the total.

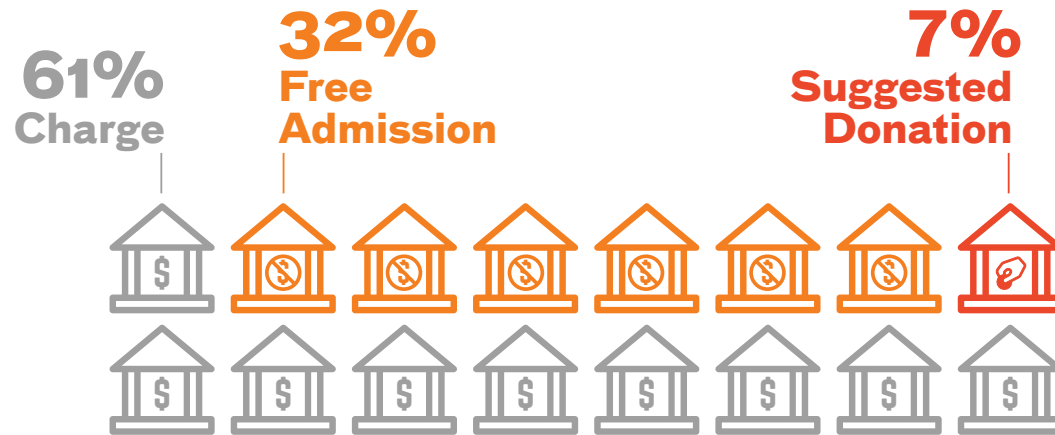
Revenue	Pre-recession		Post-recession	
	2003	2008	2013	2017
Admissions	15%	21%	24%	27%
Exhibition Fees	5%	4%	4%	4%
Educational Events*	-	-	5%	3%
Restaurants & Catering	9%	11%	12%	10%
Facility Rental	3%	5%	4%	5%
Store	52%	45%	33%	28%
Other	16%	15%	18%	22%

* AAMD did not collect educational event revenue until after 2008.

Source: AAMD member Statistical Survey Responses from 2003 – 2017

Admissions

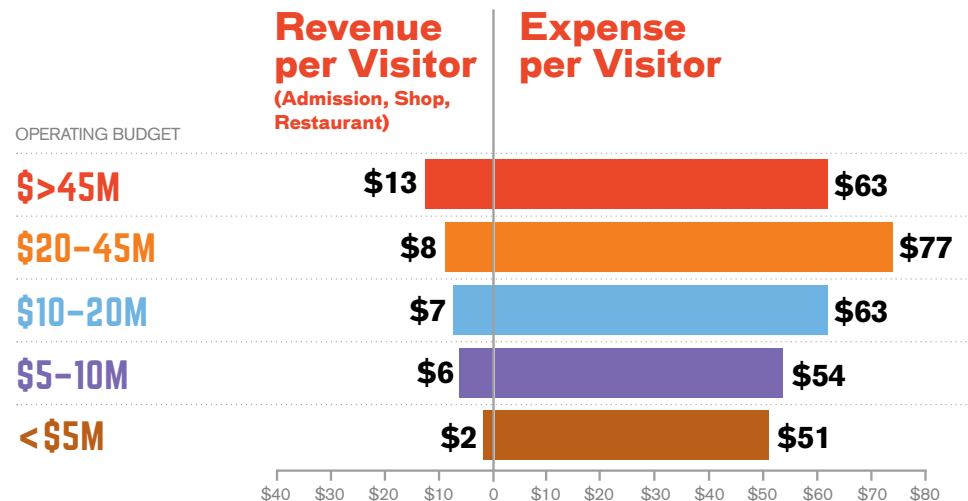
Of the museums surveyed in 2017, nearly one third offer free admission, while 7% of museums ask for a suggested donation, and 61% charge a set admission fee. Of the museums that offer free admission, the vast majority also waive fees for special exhibitions, with only 23% charging for special exhibitions.



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

Revenue vs. Expenses Per Visitor

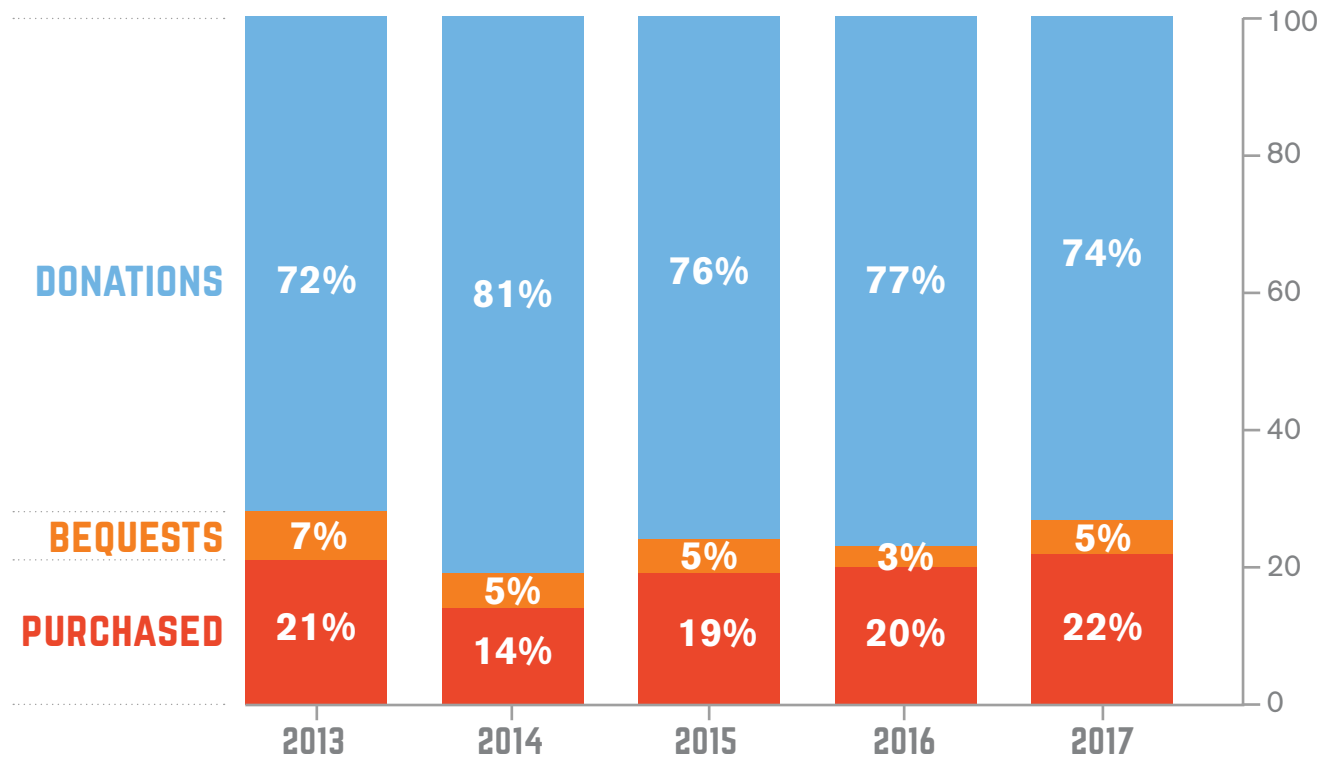
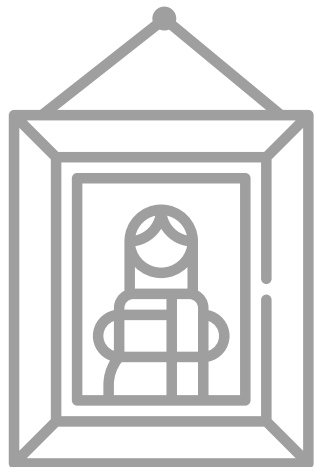
As in prior years, the data shows that art museums invest more per visitor than they charge visitors for admissions and amenities, reflecting their commitment to serving their communities. For FY 2017, the numbers held steady, with an average of \$8 in revenue per visitor and a cost of \$55 per visitor. New this year are data points showing these revenue and expense per visitor numbers according to the budget size of the respective museums.



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

Sources of Collection Growth

As with annual revenue, philanthropy to art museums continues to be a key driver for museum collections, with more than 70% of acquisitions coming through donations—a percentage with only minor fluctuations during the period 2013–2017.



Note: Segmentation only available for post-recessionary period.

Source: AAMD member Statistical Survey responses from 2013–2017

Community Engagement



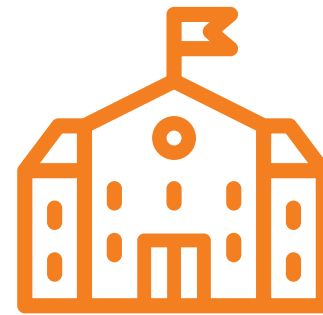
3,360,653

**Total Volunteer
Hours**



51,663

Total Volunteers



43,471

**K-12 Schools Served
by AAMD Museums**

The data reflected in “Art Museums by The Numbers” was collected in 2017 and reflects AAMD members’ Fiscal Year 2016 or Fiscal Year 2017 data, depending on their fiscal calendar. While the composition of AAMD membership fluctuates slightly from year to year, the aggregated data in “Art Museums 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.

