



## 95 percent of voters approve

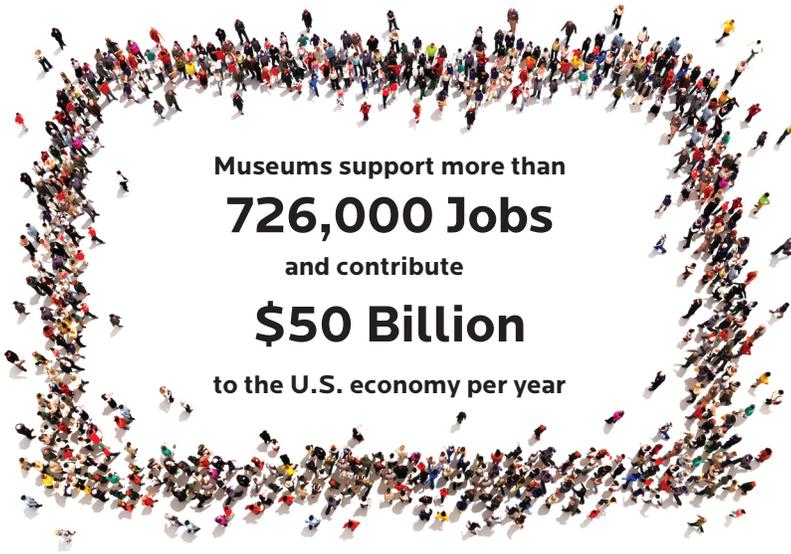
of legislators acting to support local museums, including 93 percent of conservative voters

*Museums and Public Opinion 2017, AAM and Wilkening Consulting*



Museums spend more than **\$2 Billion** a year on education activities.

*American Alliance of Museums 'Museum Financial Information Survey' (2009)*



Museums support more than **726,000 Jobs** and contribute **\$50 Billion** to the U.S. economy per year

*Museums As Economic Engines, AAM and Oxford Economics, 2017*

## 26% of museums are located in rural areas;

others serve these communities with traveling vans, portable exhibits and online resources.

*Institute of Museum and Library Services 'Museum Universe Data File' (2014)*

Museums are for everyone, regardless of income level.

## 37% of museums are free at all times

or have suggested admission fees only;

nearly all the rest offer discounts or free admission days.

*American Alliance of Museums 'Annual Condition of Museums and the Economy' study (2013)*

There are approximately

## 850 million visits

each year to American museums, more than all major league sporting events and theme parks combined.





**American  
Alliance of  
Museums**

# Museums: Did You Know?

Museums preserve and protect more than

# 1 billion objects.

*Heritage Health Index (2004)*

## Most Trustworthy

History Museums/Historic Sites	6.7	← Most trusted
Museums	6.4	History museums are the #1 most trustworthy source of information in America
Art Museums	5.9	
Wikipedia	5.7	
Local Paper	5.7	
Academic Researchers and Professors	5.7	
US Government	4.9	
Nonprofit Researchers	4.9	
Corporate Researchers	3.6	← Least trusted

*Scale: 0 = not at all trustworthy; 10 = completely trustworthy*

*Reach Advisors | Museums R+D*

Students who attend a field trip to an art museum demonstrate improved **critical thinking skills, historical empathy and tolerance.**



*Education Next 'The Educational Value of Field Trips' (2014)*

Museum volunteers contribute

# 1 Million Hours

of service every week.



*American Alliance of Museums 'Museum Financial Information Survey' (2009)*

**More than 2,000 museums participate in the Blue Star Museums initiative,**

offering free summer admission to all active-duty and reserve personnel and their families. This effort serves over 923,000 people.



*National Endowment for the Arts*

**The economic activity of museums generates more than**

# \$12 billion in tax revenue,

**one-third of it going to state and local governments.**

*Museums As Economic Engines, AAM and Oxford Economics, 2017*

Learn more about museums' impact at: [aam-us.org/about-museums/museum-facts](http://aam-us.org/about-museums/museum-facts)