



## Association of Art Museum Directors

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### **Association of Art Museum Directors' 2007 *State of North America's Art Museums Survey***

New York, NY, May 2, 2007...The Association of Art Museum Directors (AAMD) today released its sixth annual *State of North America's Art Museums Survey*. One hundred and sixty-seven member museums responded to the annual survey, conducted by the AAMD in March/April 2007. The survey reflects activity occurring during 2006, and builds on and updates data gathered in previous *State of North America's Art Museums Survey* surveys, the first of which was conducted in January 2002. The institutions surveyed represent a broad range of the nation's art museum community, including large, mid-sized, and smaller institutions in urban, suburban, and rural areas, as well as federal, university, private, and public museums. Comparison data from past SNAAM surveys is included below; copies of previous survey results and corresponding press releases are available in the press section of AAMD's web site at <http://www.aamd.org/newsroom/>. For this year's survey, AAMD also asked member museums about their insurance costs, and about the impact that these costs have on their operations; the results can be found on page 7.

The Association of Art Museum Directors is a membership organization representing 184 directors of major art museums in the United States, Canada, and Mexico. Its purpose is to aid its members in establishing and maintaining the highest standards for themselves and their institutions. AAMD serves as a forum for the exchange of information and the exploration of ideas, and a voice to express the joint concerns and issues facing the museum community.

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## 2007 SURVEY RESULTS & COMPARISON DATA

### IF AN EXPANSION IS PLANNED OR IN PROCESS, MUSEUM IS:

2007		2006		2005		2004		2003		2002	
Moving Forward	66%	Moving Forward	65%	Moving Forward	62%	Moving Forward	70%	Moving Forward	53%	Moving Forward	67%
Changing Time Frame	18%	Changing Time Frame	13%	Changing Time Frame	24%	Changing Time Frame	14%	Changing Time Frame	30%	Changing Time Frame	28%
Changing Scope	6%	Changing Scope	7%	Changing Scope	4%	Changing Scope	6%	Changing Scope	13%	Changing Scope	4%
Deferring Indefinitely	3%	Deferring Indefinitely	7%	Deferring Indefinitely	6%	Deferring Indefinitely	5%	Deferring Indefinitely	4%	Deferring Indefinitely	1%
Reviving Plans	7%	Reviving Plans	8%	Reviving Plans	4%	Reviving Plans	5%				

### CHANGES TO ATTENDANCE:

2007		2006		2005		2004		2003		2002	
Increase	61%	Increase	44%	Increase	45%	Increase	43%	Increase	34%	Increase	20%
Decrease	20%	Decrease	27%	Decrease	30%	Decrease	29%	Decrease	34%	Decrease	21%
No change	19%	No change	29%	No change	25%	No change	28%	No change	32%	No change	26%
										Dropped and then regained	28%
										Increased and then dropped	5%

### CHANGES TO EXHIBITION PROGRAMMING:

2007		2006		2005		2004		2003		2002	
Increase	44%	Increase	31%	Increase	29%	Increase	16%	Increase	18%	Increase	9%
Decrease	8%	Decrease	10%	Decrease	18%	Decrease	26%	Decrease	21%	Decrease	26%
No change	48%	No change	59%	No change	53%	No change	58%	No change	61%	No change	65%

### INCREASED USE OF PERMANENT COLLECTION IN EXHIBITIONS:

2007		2006		2005		2004		2003		2002	
Yes	76%	Yes	64%	Yes	57%	No data gathered		No data gathered		No data gathered	
No	24%	No	36%	No	43%						

**CHANGES TO ACQUISITIONS / COLLECTING PROGRAM:**

2007		2006		2005		2004		2003		2002	
Increased	37%	Increased	24%	Increased	24%	Increased	16%	Increase	13%	No data gathered	
Reduced	5%	Reduced	6%	Reduced	3%	Reduced	8%	Decrease	8%		
No change	58%	No change	70%	No change	73%	No change	76%	No change	79%		
Average increase in acquisitions:	No data gathered	Average increase in acquisitions:	69%	Average increase in acquisitions:	31%	Average increase in acquisitions:	113.20%	Average increase in acquisitions:	50%		
Average decrease in acquisitions:	No data gathered	Average decrease in acquisitions:	58%	Average decrease in acquisitions:	46.2%	Average decrease in acquisitions:	31.70%	Average acquisitions decrease:	35%		

**CHANGES TO STAFFING:**

2007		2006		2005		2004		2003		2002	
Increase	55%	Increase	29%	Increase	29%	Increase	18%	Increase	21%	Increase	8%
Decrease	7%	Decrease	7%	Decrease	16%	Decrease	31%	Decrease	25%	Decrease	29%
No change	38%	No change	70%	No change	55%	No change	51%	No change	54%	No change	63%
Average Staff Increase:	No data gathered	Average Staff Increase:	8%	Average Staff Increase:	7%	Average Staff Increase:	8.10%	Average Staff Increase:	14%	Average Increase: No data gathered	
Average Staff Decrease:	No data gathered	Average Staff Decrease:	7%	Average Staff Decrease:	7.20%	Average Staff Decrease:	8.60%	Average Staff Decrease:	8%	Average Decrease: No data gathered	

**CHANGES TO MARKETING:**

2007		2006		2005		2004		2003		2002	
Increased	63%	Increased	50%	Increased	54%	Increased	46%	Increase in local/regional marketing	40%	Increase in local/regional marketing	24%
Reduced	4%	Reduced	10%	Reduced	8%	Reduced	15%	Decrease in local/regional marketing	8%	Decrease in local/regional marketing	10%
No change	33%	No change	34%	No change	38%	No change	39%	Increase in national marketing	13%	Increase in national marketing	6%
								Decrease in national marketing	7%	Decrease in national marketing	15%
								No change in marketing	32%	No change in marketing	45%

**REVENUE**

**Overall Revenue**

2007		2006		2005		2004		2003		2002	
Increase	58%	Increase	47%	Increase	49%	Increase	41%	Increase	23%	Increase	15%
Decrease	6%	Decrease	16%	Decrease	21%	Decrease	39%	Decrease	59%	Decrease	50%
No change	36%	No change	34%	No change	30%	No change	20%	No change	18%	No change	35%

**Individual Support**

2007		2006		2005		2004		2003		2002	
Increase	73%	Increase	70%	Increase	68%	Increase	56%	Increase	48%	Increase	21%
Decrease	4%	Decrease	7%	Decrease	8%	Decrease	10%	Decrease	21%	Decrease	23%
No change	23%	No change	23%	No change	24%	No change	34%	No change	31%	No change	33%
										Too early to tell	

### Foundation Support

2007		2006		2005		2004		2003		2002	
Increase	46%	Increase	50%	Increase	40%	Increase	39%	Increase	28%	Increase	8%
Decrease	8%	Decrease	12%	Decrease	14%	Decrease	26%	Decrease	27%	Decrease	17%
No change	46%	No change	38%	No change	46%	No change	35%	No change	45%	No change	33%
										Too early to tell	42%

### Corporate Support

2007		2006		2005		2004		2003		2002	
Increase	33%	Increase	34%	Increase	38%	Increase	32%	Increase	21%	Increase	8%
Decrease	18%	Decrease	20%	Decrease	22%	Decrease	34%	Decrease	42%	Decrease	33%
No change	49%	No change	46%	No change	40%	No change	34%	No change	37%	No change	24%

### Government Support

2007		2006		2005		2004		2003		2002	
Increase	29%	Increase	29%	Increase	18%	Increase	10%	Increase	5%	Increase	29%
Decrease	13%	Decrease	27%	Decrease	46%	Decrease	50%	Decrease	27%	Decrease	27%
No change	58%	No change	44%	No change	36%	No change	40%	No change	31%	No change	44%

### Endowment Income

2007		2006		2005		2004		2003		2002	
Increase	65%	Increase	58%	Increase	56%	Increase	38%	Increase	7%	No data gathered	
Decrease	1%	Decrease	9%	Decrease	15%	Decrease	37%	Decrease	78%		
No change	34%	No change	33%	No change	29%	No change	25%	No change	15%		

### Earned Income

2007		2006		2005		2004		2003		2002	
Increase	45%	Increase	44%	Increase	43%	Increase	36%	Increase	25%	No data gathered	
Decrease	14%	Decrease	16%	Decrease	25%	Decrease	32%	Decrease	47%		
No change	41%	No change	33%	No change	32%	No change	32%	No change	28%		

## CONTRIBUTIONS

### Contributions to Operations

2007		2006		2005		2004		2003		2002	
Increase	51%	Increase	48%	Increase	49%	Increased	37%	No data gathered		No data gathered	
Decrease	4%	Decrease	5%	Decrease	13%	Declined	21%				
No change	45%	No change	47%	No change	38%	No change	42%				

### Contributions to Endowment

2007		2006		2005		2004		2003		2002	
Increase	53%	Increase	45%	Increase	44%	Increased	43%	No data gathered		No data gathered	
Decrease	1%	Decrease	7%	Decrease	6%	Declined	9%				
No change	46%	No change	48%	No change	50%	No change	48%				

### Contributions to Facilities Growth/Infrastructure

2007		2006		2005		2004		2003		2002	
Increase	38%	Increase	43%	Increase	40%	Increased	45%	No data gathered		No data gathered	
Decrease	5%	Decrease	2%	Decrease	7%	Declined	8%				
No change	57%	No change	55%	No change	53%	No change	47%				

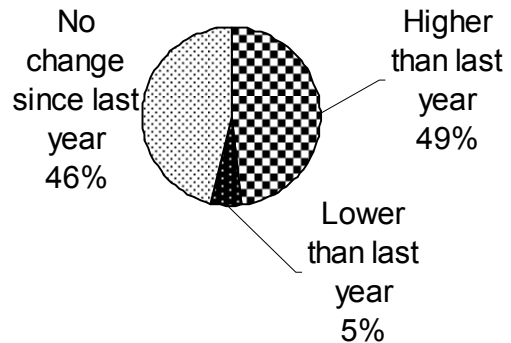
For this year's survey, AAMD also asked member museums about their insurance costs, and about the impact that these costs have on their operations. The results are as follows:

Some art museums have reported that their insurance premiums are rising. Are your insurance costs:

- A. Higher than last year: **49%**
- B. Lower than last year: **5%**
- C. No change since last year: **46%**

Percentage change reported for all museums responding above: **rates increased by an average of 20%**

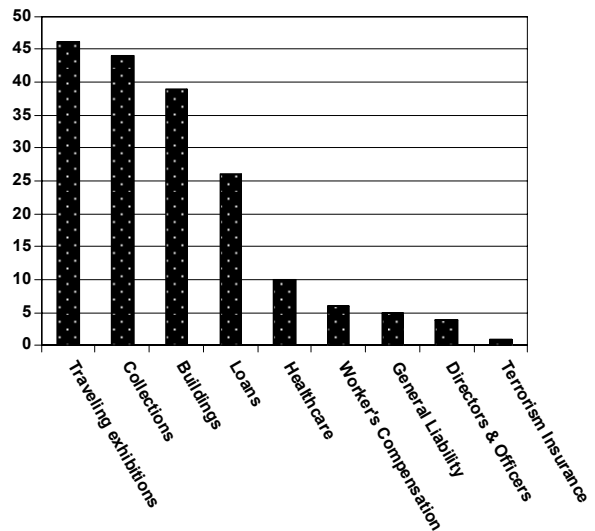
### Change in Insurance Costs



If your insurance rates have increased, in what area has this occurred? Number of respondents reporting increased rates affecting:

- A. Traveling exhibitions: **46**
- B. Collections: **44**
- C. Buildings: **39**
- D. Loans: **26**
- E. Healthcare: **10**
- F. Worker's Compensation: **6**
- G. General Liability: **5**
- H. Directors & Officers: **4**
- I. Terrorism Insurance: **1**

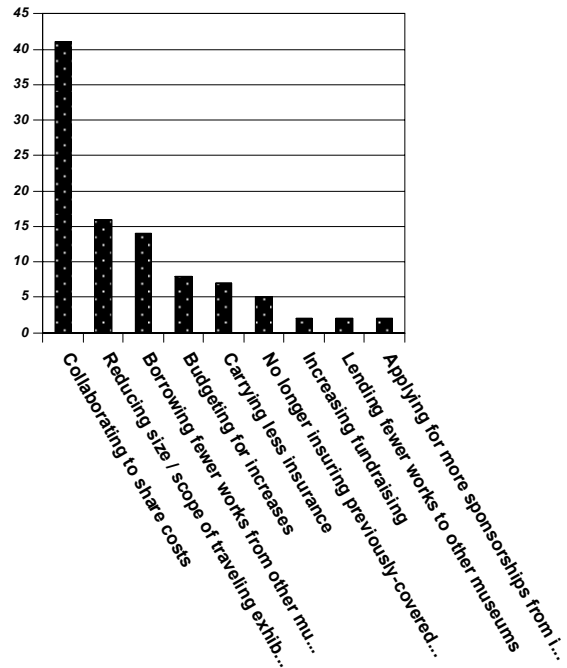
### In what areas have rates increased?



If your insurance rates have increased, how has this affected your museum's operations? Number of respondents reporting increased rates affecting:

- A. Collaborating to share costs: **41**
- B. Reducing size / scope of traveling exhibitions: **16**
- C. Borrowing fewer works from other museums: **14**
- D. Budgeting for rate increases: **8**
- E. Carrying less insurance: **7**
- F. No longer insuring previously-covered assets: **5**
- G. Increasing fundraising: **2**
- H. Lending fewer works to other museums: **2**
- I. Applying for more sponsorships from insurance companies: **2**

**How have increased rates affected your museum?**



To what do you attribute the causes of these increased insurance fees? Number of respondents reporting:

- A. Increased potential for natural or man-made disasters: **62**
- B. Inflated commercial art market: **49**
- C. Insurance company opportunism: **31**
- D. Greater institutional costs: **5**
- E. Increase in collection size / value: **4**

**To what do you attribute the causes of these increased insurance fees?**

