



## Association of Art Museum Directors

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### **Association of Art Museum Directors' 2008 *State of North America's Art Museums Survey***

New York, NY, August 19, 2008...The Association of Art Museum Directors (AAMD) released today its seventh annual *State of North America's Art Museums Survey* (SNAAM). One hundred and twenty-five member museums responded to the annual survey, conducted by the AAMD in Spring 2008, which reflects activities and conditions from 2007. The institutions surveyed represent a broad range of the continent's art museum community, including large, mid-sized, and smaller organizations in urban, suburban, and rural areas, as well as federal, university, private, and public art museums. The 2008 survey updates and builds upon data gathered in previous surveys, the first of which was conducted in January 2002. Comparison data from five years of 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/>.

"The current economic climate is very different from last year's, and we anticipate a more mixed picture for 2008," said Millicent H. Gaudieri, AAMD's Executive Director. "Anecdotally, we are aware of some stress on operations and fundraising, even as members are noting strong attendance-related revenues from international tourists as well as local residents who are vacationing closer to home."

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 for their institutions. AAMD serves as a forum for the exchange of information and for the exploration of ideas, as well as a voice to express the shared concerns and issues facing the art museum community today

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**2008 SURVEY RESULTS & COMPARISON DATA**

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

2008		2007		2006		2005		2004		2003	
Moving Forward	40%	Moving Forward	66%	Moving Forward	65%	Moving Forward	62%	Moving Forward	70%	Moving Forward	53%
Changing Time Frame	10%	Changing Time Frame	18%	Changing Time Frame	13%	Changing Time Frame	24%	Changing Time Frame	14%	Changing Time Frame	30%
Changing Scope	3%	Changing Scope	6%	Changing Scope	7%	Changing Scope	4%	Changing Scope	6%	Changing Scope	13%
Deferring Indefinitely	0%	Deferring Indefinitely	3%	Deferring Indefinitely	7%	Deferring Indefinitely	6%	Deferring Indefinitely	5%	Deferring Indefinitely	4%
Reviving Plans	2%	Reviving Plans	7%	Reviving Plans	8%	Reviving Plans	4%	Reviving Plans	5%		
No expansion	45%										

**CHANGES TO ATTENDANCE:**

2008		2007		2006		2005		2004		2003	
Increase	58%	Increase	61%	Increase	44%	Increase	45%	Increase	43%	Increase	34%
Decrease	16%	Decrease	20%	Decrease	27%	Decrease	30%	Decrease	29%	Decrease	34%
No change	24%	No change	19%	No change	29%	No change	25%	No change	28%	No change	32%
Not open to the public during this period	2%	No data gathered		No data gathered		No data gathered		No data gathered		No data gathered	

**CHANGES TO EXHIBITION PROGRAMMING:**

2008		2007		2006		2005		2004		2003	
Increase	34%	Increase	44%	Increase	31%	Increase	29%	Increase	16%	Increase	18%
Decrease	12%	Decrease	8%	Decrease	10%	Decrease	18%	Decrease	26%	Decrease	21%
No change	54%	No change	48%	No change	59%	No change	53%	No change	58%	No change	61%

**INCREASED USE OF PERMANENT COLLECTION IN EXHIBITIONS:**

2008		2007		2006		2005		2004		2003	
Yes	68%	Yes	76%	Yes	64%	Yes	57%	No data gathered		No data gathered	
No	32%	No	24%	No	36%	No	43%				

**CHANGES TO ACQUISITIONS / COLLECTING PROGRAM:**

<b>2008</b>		<b>2007</b>		<b>2006</b>		<b>2005</b>		<b>2004</b>		<b>2003</b>	
Increased	41%	Increased	37%	Increased	24%	Increased	24%	Increased	16%	Increase	13%
Reduced	2%	Reduced	5%	Reduced	6%	Reduced	3%	Reduced	8%	Decrease	8%
No change	57%	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:	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:	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:**

<b>2008</b>		<b>2007</b>		<b>2006</b>		<b>2005</b>		<b>2004</b>		<b>2003</b>	
Increase	46%	Increase	55%	Increase	29%	Increase	29%	Increase	18%	Increase	21%
Decrease	12%	Decrease	7%	Decrease	7%	Decrease	16%	Decrease	31%	Decrease	25%
No change	42%	No change	38%	No change	70%	No change	55%	No change	51%	No change	54%
Average Staff Increase:	No data gathered	Average Staff Increase:	No data gathered	Average Staff Increase:	8%	Average Staff Increase:	7%	Average Staff Increase:	8.10%	Average Increase: No data gathered	14%
Average Staff Decrease:	No data gathered	Average Staff Decrease:	No data gathered	Average Staff Decrease:	7%	Average Staff Decrease:	7.20%	Average Staff Decrease:	8.60%	Average Decrease: No data gathered	8%

**CHANGES TO MARKETING:**

2008		2007		2006		2005		2004		2003	
Increased	54%	Increased	63%	Increased	50%	Increased	54%	Increase in local/regional marketing	46%	Increase in local/regional marketing	40%
Reduced	7%	Reduced	4%	Reduced	10%	Reduced	8%	Decrease in local/regional marketing	15%	Decrease in local/regional marketing	8%
No change	39%	No change	33%	No change	34%	No change	38%	Increase in national marketing	39%	Increase in national marketing	13%
								Decrease in national marketing		Decrease in national marketing	7%
								No change in marketing		No change in marketing	32%

**REVENUE**

**Overall Revenue**

2008		2007		2006		2005		2004		2003	
Increase	55%	Increase	58%	Increase	47%	Increase	49%	Increase	41%	Increase	23%
Decrease	17%	Decrease	6%	Decrease	16%	Decrease	21%	Decrease	39%	Decrease	59%
No change	28%	No change	36%	No change	34%	No change	30%	No change	20%	No change	18%

**Individual Support**

2008		2007		2006		2005		2004		2003	
Increase	67%	Increase	73%	Increase	70%	Increase	68%	Increase	56%	Increase	48%
Decrease	10%	Decrease	4%	Decrease	7%	Decrease	8%	Decrease	10%	Decrease	21%
No change	23%	No change	23%	No change	23%	No change	24%	No change	34%	No change	31%

### Foundation Support

2008		2007		2006		2005		2004		2003	
Increase	45%	Increase	46%	Increase	50%	Increase	40%	Increase	39%	Increase	28%
Decrease	13%	Decrease	8%	Decrease	12%	Decrease	14%	Decrease	26%	Decrease	27%
No change	42%	No change	46%	No change	38%	No change	46%	No change	35%	No change	45%

### Corporate Support

2008		2007		2006		2005		2004		2003	
Increase	31%	Increase	33%	Increase	34%	Increase	38%	Increase	32%	Increase	21%
Decrease	31%	Decrease	18%	Decrease	20%	Decrease	22%	Decrease	34%	Decrease	42%
No change	38%	No change	49%	No change	46%	No change	40%	No change	34%	No change	37%

### Government Support

2008		2007		2006		2005		2004		2003	
Increase	34%	Increase	29%	Increase	29%	Increase	18%	Increase	10%	Increase	5%
Decrease	19%	Decrease	13%	Decrease	27%	Decrease	46%	Decrease	50%	Decrease	27%
No change	47%	No change	58%	No change	44%	No change	36%	No change	40%	No change	31%

### Endowment Income

2008		2007		2006		2005		2004		2003	
Increase	52%	Increase	65%	Increase	58%	Increase	56%	Increase	38%	Increase	7%
Decrease	17%	Decrease	1%	Decrease	9%	Decrease	15%	Decrease	37%	Decrease	78%
No change	31%	No change	34%	No change	33%	No change	29%	No change	25%	No change	15%

### Earned Income

2008		2007		2006		2005		2004		2003	
Increase	51%	Increase	45%	Increase	44%	Increase	43%	Increase	36%	Increase	25%
Decrease	25%	Decrease	14%	Decrease	16%	Decrease	25%	Decrease	32%	Decrease	47%
No change	24%	No change	41%	No change	33%	No change	32%	No change	32%	No change	28%

## CONTRIBUTIONS

### Contributions to Operations

2008		2007		2006		2005		2004		2003	
Increase	52%	Increase	51%	Increase	48%	Increase	49%	Increased	37%	No data gathered	
Decrease	7%	Decrease	4%	Decrease	5%	Decrease	13%	Declined	21%		
No change	41%	No change	45%	No change	47%	No change	38%	No change	42%		

### Contributions to Endowment

2008		2007		2006		2005		2004		2003	
Increase	48%	Increase	53%	Increase	45%	Increase	44%	Increased	43%	No data gathered	
Decrease	5%	Decrease	1%	Decrease	7%	Decrease	6%	Declined	9%		
No change	47%	No change	46%	No change	48%	No change	50%	No change	48%		

### Contributions to Facilities Growth/Infrastructure

2008		2007		2006		2005		2004		2003	
Increase	38%	Increase	38%	Increase	43%	Increase	40%	Increased	45%	No data gathered	
Decrease	6%	Decrease	5%	Decrease	2%	Decrease	7%	Declined	8%		
No change	56%	No change	57%	No change	55%	No change	53%	No change	47%		