



Association of Art Museum Directors

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A note about AAMD's 2010 State of North America's Art Museums Survey:

The Association of Art Museum Directors has released the results of the ninth annual State of North America's Art Museums (SNAAM) Survey for calendar year 2009. The report demonstrates that, despite continuing economic challenges, more than three quarters of AAMD members will maintain or increase their public programming in 2010.

As the volatility of the economy persisted in 2009, art museums faced many of the same financial challenges that arose in 2008. This is reflected by the percentage of museums reporting a drop in revenue across the categories tracked by the survey. At the same time, the data also points to the ways in which museums are maintaining their commitment to public service—and to collecting, exhibitions, and public programs:

- More than 80% of museums responded that their 2010 program and exhibition plans will continue at or above the prior year's levels.
- Just over 60% reported continuing to build their collections through acquisitions, with an additional 15% indicating that they have increased their acquisitions over the prior year.
- Meanwhile, 70% of directors surveyed reported that they intend to feature more of their permanent collection in future exhibitions, a trend that began in 2006.
- The public response to investments in exhibitions and programs is reflected by the 67% of members reporting that attendance held steady or rose—with 45% of museums showing an increase compared to 2008.

Of AAMD's 193 members, 149 responded to this survey. The survey results reported below also include a comparison by year over the previous five years of SNAAM surveys.

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2010 SURVEY RESULTS & COMPARISON DATA

I. STATUS OF MUSEUM EXPANSION PLANS

2010		2009		2008		2007		2006		2005	
Moving Forward	34%	Moving Forward	25%	Moving Forward	40%	Moving Forward	66%	Moving Forward	65%	Moving Forward	62%
Changing Time Frame	11%	Changing Time Frame	13%	Changing Time Frame	10%	Changing Time Frame	18%	Changing Time Frame	13%	Changing Time Frame	24%
Changing Scope	3%	Changing Scope	6%	Changing Scope	3%	Changing Scope	6%	Changing Scope	7%	Changing Scope	4%
Deferring Indefinitely	7%	Deferring Indefinitely	10%	Deferring Indefinitely	0%	Deferring Indefinitely	3%	Deferring Indefinitely	7%	Deferring Indefinitely	6%
Reviving Plans	3%	Reviving Plans	0%	Reviving Plans	2%	Reviving Plans	7%	Reviving Plans	8%	Reviving Plans	4%
No expansion	47%	No expansion	46%	No expansion	45%	No data gathered		No data gathered		No data gathered	

II. CHANGES TO MUSEUM PROGRAMS

a. Changes to Exhibition Programming:

2010		2009		2008		2007		2006		2005	
Increase	19%	Increase	20%	Increase	34%	Increase	44%	Increase	31%	Increase	29%
Decrease	31%	Decrease	31%	Decrease	12%	Decrease	8%	Decrease	10%	Decrease	18%
No change	50%	No change	49%	No change	54%	No change	48%	No change	59%	No change	53%

b. Increased Use of Permanent Collection in Exhibitions

2010		2009		2008		2007		2006		2005	
Yes	74%	Yes	70%	Yes	68%	Yes	76%	Yes	64%	Yes	57%
No	26%	No	30%	No	32%	No	24%	No	36%	No	43%

**Note: each survey year reflects data from the previous calendar year*

c. Changes to Acquisitions/Collecting Program:

2010		2009		2008		2007		2006		2005	
Increased	17%	Increased	20%	Increased	41%	Increased	37%	Increased	24%	Increased	24%
Reduced	17%	Reduced	17%	Reduced	2%	Reduced	5%	Reduced	6%	Reduced	3%
No change	66%	No change	63	No change	57%	No change	58%	No change	70%	No change	73%
Average increase in acquisitions:	No data gathered	Average increase in acquisitions:	No data gathered	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 decrease in acquisitions:	No data gathered	Average decrease in acquisitions:	No data gathered	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%

d. How would you summarize your institution's 2010 exhibition and program plans, in comparison to 2009?

2010		2009	
Consistent with 2009:	26%	Consistent with 2008:	16%
Doing more with less:	26%	Doing more with less:	24%
Doing as much as in 2009, with less:	29%	Doing as much as in 2008, with less:	25%
Doing less with less:	7%	Doing less with less:	26%
Other:	12%	Other:	9%

III. MUSEUM SUPPORT/OPERATIONS:

a. Changes to Attendance

2010		2009		2008		2007		2006		2005	
Increase	45%	Increase	41%	Increase	58%	Increase	61%	Increase	44%	Increase	45%
Decrease	29%	Decrease	39%	Decrease	16%	Decrease	20%	Decrease	27%	Decrease	30%
No change	22%	No change	17%	No change	24%	No change	19%	No change	29%	No change	25%
Not open to the public during this period	4%	Not open to the public during this period	3%	Not open to the public during this period	2%	No data gathered		No data gathered		No data gathered	

**Note: each survey year reflects data from the previous calendar year*

b. Changes to Staffing

2010		2009		2008		2007		2006		2005	
Increase	10%	Increase	18%	Increase	46%	Increase	55%	Increase	29%	Increase	29%
Decrease	58%	Decrease	39%	Decrease	12%	Decrease	7%	Decrease	7%	Decrease	16%
No change	32%	No change	43%	No change	42%	No change	38%	No change	70%	No change	55%
Average Staff Increase:	No data gathered	Average Staff Increase:	No data gathered	Average Staff Increase:	No data gathered	Average Staff Increase:	No data gathered	Average Staff Increase:	8%	Average Staff Increase:	7%
Average Staff Decrease:	No data gathered	Average Staff Decrease:	No data gathered	Average Staff Decrease:	No data gathered	Average Staff Decrease:	No data gathered	Average Staff Decrease:	7%	Average Staff Decrease:	7.20%

c. Changes to Marketing

2010		2009		2008		2007		2006		2005	
Increased	32%	Increased	39%	Increased	54%	Increased	63%	Increased	50%	Increased	54%
Reduced	19%	Reduced	22%	Reduced	7%	Reduced	4%	Reduced	10%	Reduced	8%
No change	49%	No change	39%	No change	39%	No change	33%	No change	34%	No change	38%

IV. REVENUE

1. Overall Revenue

2010		2009		2008		2007		2006		2005	
Increase	23%	Increase	15%	Increase	55%	Increase	58%	Increase	47%	Increase	49%
Decrease	58%	Decrease	61%	Decrease	17%	Decrease	6%	Decrease	16%	Decrease	21%
No change	19%	No change	24%	No change	28%	No change	36%	No change	34%	No change	30%

**Note: each survey year reflects data from the previous calendar year*

2. Contributed Revenue

a. Individual Support

2010		2009		2008		2007		2006		2005	
Increase	31%	Increase	28%	Increase	67%	Increase	73%	Increase	70%	Increase	68%
Decrease	47%	Decrease	41%	Decrease	10%	Decrease	4%	Decrease	7%	Decrease	8%
No change	22%	No change	31%	No change	23%	No change	23%	No change	23%	No change	24%

b. Foundation Support

2010		2009		2008		2007		2006		2005	
Increase	29%	Increase	24%	Increase	45%	Increase	46%	Increase	50%	Increase	40%
Decrease	40%	Decrease	34%	Decrease	13%	Decrease	8%	Decrease	12%	Decrease	14%
No change	31%	No change	42%	No change	42%	No change	46%	No change	38%	No change	46%

c. Corporate Support

2010		2009		2008		2007		2006		2005	
Increase	16%	Increase	14%	Increase	31%	Increase	33%	Increase	34%	Increase	38%
Decrease	60%	Decrease	60%	Decrease	31%	Decrease	18%	Decrease	20%	Decrease	22%
No change	24%	No change	26%	No change	38%	No change	49%	No change	46%	No change	40%

d. Government Support

2010		2009		2008		2007		2006		2005	
Increase	19%	Increase	17%	Increase	34%	Increase	29%	Increase	29%	Increase	18%
Decrease	47%	Decrease	39%	Decrease	19%	Decrease	13%	Decrease	27%	Decrease	46%
No change	34%	No change	44%	No change	47%	No change	58%	No change	44%	No change	36%

**Note: each survey year reflects data from the previous calendar year*

3. Endowment Income

2010		2009		2008		2007		2006		2005	
Increase	7%	Increase	8%	Increase	52%	Increase	65%	Increase	58%	Increase	56%
Decrease	79%	Decrease	71%	Decrease	17%	Decrease	1%	Decrease	9%	Decrease	15%
No change	14%	No change	21%	No change	31%	No change	34%	No change	33%	No change	29%

4. Earned Income

2010		2009		2008		2007		2006		2005	
Increase	31%	Increase	23%	Increase	51%	Increase	45%	Increase	44%	Increase	43%
Decrease	48%	Decrease	49%	Decrease	25%	Decrease	14%	Decrease	16%	Decrease	25%
No change	21%	No change	28%	No change	24%	No change	41%	No change	33%	No change	32%

V. PURPOSE OF CONTRIBUTIONS

1. Contributions to Operations

2010		2009		2008		2007		2006		2005	
Increase	29%	Increase	22%	Increase	52%	Increase	51%	Increase	48%	Increase	49%
Decrease	39%	Decrease	42%	Decrease	7%	Decrease	4%	Decrease	5%	Decrease	13%
No change	32%	No change	36%	No change	41%	No change	45%	No change	47%	No change	38%

2. Contributions to Endowment

2010		2009		2008		2007		2006		2005	
Increase	17%	Increase	22%	Increase	48%	Increase	53%	Increase	45%	Increase	44%
Decrease	34%	Decrease	26%	Decrease	5%	Decrease	1%	Decrease	7%	Decrease	6%
No change	49%	No change	52%	No change	47%	No change	46%	No change	48%	No change	50%

3. Contributions to Facilities Growth/Infrastructure

2010		2009		2008		2007		2006		2005	
Increase	18%	Increase	23%	Increase	38%	Increase	38%	Increase	43%	Increase	40%
Decrease	26%	Decrease	16%	Decrease	6%	Decrease	5%	Decrease	2%	Decrease	7%
No change	56%	No change	61%	No change	56%	No change	57%	No change	55%	No change	53%

*Note: each survey year reflects data from the previous calendar year