



Association of Art Museum Directors

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A note about AAMD's 2009 State of North America's Art Museums Survey:

The Association of Art Museum Directors has released the results of the eighth annual State of North America's Art Museums (SNAAM) Survey for calendar year 2008. Though many museum directors indicated that the economic downturn had adversely affected their institutions, the survey results also reaffirmed a commitment to public programming and exhibitions at art museums throughout North America.

Because the SNAAM Survey covers the entire calendar year, certain statistics may or may not be a reflection of the economic downturn, whose effects were not felt until the last quarter of 2008. The effects of the economic downturn were most clearly indicated in the Expansion Plan and Revenue categories of the survey (sections I and IV). Of those museums in the midst of an expansion, over half reported changing the timeframe or scope of their plans. A majority of museum directors also reported a decrease in endowment income and contributed revenue from corporate and government sources. The sections focusing on operations (III) as well as certain program indicators are harder to interpret in light of the current economic situation, as they reflect the whole year's activity.

It is evident from the survey, however, that a large majority of museum directors are committed to maintaining or increasing the amount of museum programming, but with cost-effectiveness in mind. Nearly two-thirds responded that their 2009 program and exhibition plans would continue at or above previous levels. Continuing a trend that began in 2006, 70% of directors surveyed reported that they intended to feature more of their permanent collection in future exhibitions.

Of AAMD's 193 members, 140 responded to this survey. The 2008 survey results reported below also include a comparison by year since the SNAAM survey was begun in 2002.

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2009 SURVEY RESULTS & COMPARISON DATA

I. STATUS OF MUSEUM EXPANSION PLANS

1/1/2009		1/1/2008		1/1/2007		1/1/2006		1/1/2005		1/1/2004		1/1/2003		1/1/2002	
Moving Forward	25%	Moving Forward	40%	Moving Forward	66%	Moving Forward	65%	Moving Forward	62%	Moving Forward	70%	Moving Forward	53%	Moving Forward	67%
Changing Time Frame	13%	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 Time Frame	28%
Changing Scope	6%	Changing Scope	3%	Changing Scope	6%	Changing Scope	7%	Changing Scope	4%	Changing Scope	6%	Changing Scope	13%	Changing Scope	4%
Deferring Indefinitely	10%	Deferring Indefinitely	0%	Deferring Indefinitely	3%	Deferring Indefinitely	7%	Deferring Indefinitely	6%	Deferring Indefinitely	5%	Deferring Indefinitely	4%	Deferring Indefinitely	1%
Reviving Plans	0%	Reviving Plans	2%	Reviving Plans	7%	Reviving Plans	8%	Reviving Plans	4%	Reviving Plans	5%	No data gathered		No data gathered	
No expansion	46%	No expansion	45%	No data gathered		No data gathered		No data gathered		No data gathered		No data gathered		No data gathered	

II. CHANGES TO MUSEUM PROGRAMS

a. Changes to Exhibition Programming:

1/1/2009		1/1/2008		1/1/2007		1/1/2006		1/1/2005		1/1/2004		1/1/2003		1/1/2002	
Increase	20%	Increase	34%	Increase	44%	Increase	31%	Increase	29%	Increase	16%	Increase	18%	Increase	9%
Decrease	31%	Decrease	12%	Decrease	8%	Decrease	10%	Decrease	18%	Decrease	26%	Decrease	21%	Decrease	26%
No change	49%	No change	54%	No change	48%	No change	59%	No change	53%	No change	58%	No change	61%	No change	65%

b. Increased Use of Permanent Collection in Exhibitions

1/1/2009		1/1/2008		1/1/2007		1/1/2006		1/1/2005		1/1/2004		1/1/2003		1/1/2002	
Yes	70%	Yes	68%	Yes	76%	Yes	64%	Yes	57%	No data gathered		No data gathered		No data gathered	
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:

1/1/2009		1/1/2008		1/1/2007		1/1/2006		1/1/2005		1/1/2004		1/1/2003		1/1/2002	
Increased	20%	Increased	41%	Increased	37%	Increased	24%	Increased	24%	Increased	16%	Increase	13%	No data gathered	
Reduced	17%	Reduced	2%	Reduced	5%	Reduced	6%	Reduced	3%	Reduced	8%	Decrease	8%		
No change	63	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:	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:	No data gathered	Average decrease in acquisitions:	58%	Average decrease in acquisitions:	46.2%	Average decrease in acquisitions:	31.70%	Average acquisitions decrease:	35%		

d. How would you summarize your institution's 2009 exhibition and program plans, in comparison to 2008?

Consistent with 2008: **16%**
 Doing more with less: **24%**
 Doing as much as in 2008, with less: **25%**
 Doing less with less: **26%**
 Other: **9%**

III. MUSEUM SUPPORT/OPERATIONS:

a. Changes to Attendance

1/1/2009		1/1/2008		1/1/2007		1/1/2006		1/1/2005		1/1/2004		1/1/2003		1/1/2002	
Increase	41%	Increase	58%	Increase	61%	Increase	44%	Increase	45%	Increase	43%	Increase	34%	Increase	20%
Decrease	39%	Decrease	16%	Decrease	20%	Decrease	27%	Decrease	30%	Decrease	29%	Decrease	34%	Decrease	21%
No change	17%	No change	24%	No change	19%	No change	29%	No change	25%	No change	28%	No change	32%	No change	26%
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		No data gathered				Dropped and then regained	28%

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

b. Changes to Staffing

1/1/2009		1/1/2008		1/1/2007		1/1/2006		1/1/2005		1/1/2004		1/1/2003		1/1/2002		
Increase	18%	Increase	46%	Increase	55%	Increase	29%	Increase	29%	Increase	18%	Increase	21%	Increase	8%	
Decrease	39%	Decrease	12%	Decrease	7%	Decrease	7%	Decrease	16%	Decrease	31%	Decrease	25%	Decrease	29%	
No change	43%	No change	42%	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:	No data gathered	Average Staff Increase:	No data gathered	Average Staff Increase:	8%	Average Staff Increase:	7%	Average Staff Increase:	8.10%	Average Staff Increase:	No data gathered	14%	Average Staff Increase:	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%	Average Staff Decrease:	8.60%	Average Staff Decrease:	No data gathered	8%	Average Staff Decrease:	No data gathered

c. Changes to Marketing

1/1/2009		1/1/2008		1/1/2007		1/1/2006		1/1/2005		1/1/2004		1/1/2003		1/1/2002	
Increased	39%	Increased	54%	Increased	63%	Increased	50%	Increased	54%	Increase in local/regional marketing	46%	Increase in local/regional marketing	40%	Increase in local/regional marketing	24%
Reduced	22%	Reduced	7%	Reduced	4%	Reduced	10%	Reduced	8%	Decrease in local/regional marketing	15%	Decrease in local/regional marketing	8%	Decrease in local/regional marketing	10%
No change	39%	No change	39%	No change	33%	No change	34%	No change	38%	Increase in national marketing	39%	Increase in national marketing	13%	Increase in national marketing	6%
										Decrease in national marketing		Decrease in national marketing	7%	Decrease in national marketing	15%
										No change in marketing		No change in marketing	32%	No change in marketing	45%

IV. REVENUE

1. Overall Revenue

1/1/2009		1/1/2008		1/1/2007		1/1/2006		1/1/2005		1/1/2004		1/1/2003		1/1/2002	
Increase	15%	Increase	55%	Increase	58%	Increase	47%	Increase	49%	Increase	41%	Increase	23%	Increase	15%
Decrease	61%	Decrease	17%	Decrease	6%	Decrease	16%	Decrease	21%	Decrease	39%	Decrease	59%	Decrease	50%
No change	24%	No change	28%	No change	36%	No change	34%	No change	30%	No change	20%	No change	18%	No change	35%

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

2. Contributed Revenue

a. Individual Support

1/1/2009		1/1/2008		1/1/2007		1/1/2006		1/1/2005		1/1/2004		1/1/2003		1/1/2002	
Increase	28%	Increase	67%	Increase	73%	Increase	70%	Increase	68%	Increase	56%	Increase	48%	Increase	21%
Decrease	41%	Decrease	10%	Decrease	4%	Decrease	7%	Decrease	8%	Decrease	10%	Decrease	21%	Decrease	23%
No change	31%	No change	23%	No change	23%	No change	23%	No change	24%	No change	34%	No change	31%	No change	33%
														Too early to tell	23%

b. Foundation Support

1/1/2009		1/1/2008		1/1/2007		1/1/2006		1/1/2005		1/1/2004		1/1/2003		1/1/2002	
Increase	24%	Increase	45%	Increase	46%	Increase	50%	Increase	40%	Increase	39%	Increase	28%	Increase	8%
Decrease	34%	Decrease	13%	Decrease	8%	Decrease	12%	Decrease	14%	Decrease	26%	Decrease	27%	Decrease	17%
No change	42%	No change	42%	No change	46%	No change	38%	No change	46%	No change	35%	No change	45%	No change	33%
														Too early to tell	42%

c. Corporate Support

1/1/2009		1/1/2008		1/1/2007		1/1/2006		1/1/2005		1/1/2004		1/1/2003		1/1/2002	
Increase	14%	Increase	31%	Increase	33%	Increase	34%	Increase	38%	Increase	32%	Increase	21%	Increase	8%
Decrease	60%	Decrease	31%	Decrease	18%	Decrease	20%	Decrease	22%	Decrease	34%	Decrease	42%	Decrease	33%
No change	26%	No change	38%	No change	49%	No change	46%	No change	40%	No change	34%	No change	37%	No change	24%
														Too early to tell	35%

d. Government Support

1/1/2009		1/1/2008		1/1/2007		1/1/2006		1/1/2005		1/1/2004		1/1/2003		1/1/2002	
Increase	17%	Increase	34%	Increase	29%	Increase	29%	Increase	18%	Increase	10%	Increase	5%	Increase	5%
Decrease	39%	Decrease	19%	Decrease	13%	Decrease	27%	Decrease	46%	Decrease	50%	Decrease	27%	Decrease	27%
No change	44%	No change	47%	No change	58%	No change	44%	No change	36%	No change	40%	No change	31%	No change	31%
														Too early to tell	37%

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

3. Endowment Income

1/1/2009		1/1/2008		1/1/2007		1/1/2006		1/1/2005		1/1/2004		1/1/2003		1/1/2002
Increase	8%	Increase	52%	Increase	65%	Increase	58%	Increase	56%	Increase	38%	Increase	7%	No data gathered
Decrease	71%	Decrease	17%	Decrease	1%	Decrease	9%	Decrease	15%	Decrease	37%	Decrease	78%	
No change	21%	No change	31%	No change	34%	No change	33%	No change	29%	No change	25%	No change	15%	

4. Earned Income

1/1/2009		1/1/2008		1/1/2007		1/1/2006		1/1/2005		1/1/2004		1/1/2003		1/1/2002
Increase	23%	Increase	51%	Increase	45%	Increase	44%	Increase	43%	Increase	36%	Increase	25%	No data gathered
Decrease	49%	Decrease	25%	Decrease	14%	Decrease	16%	Decrease	25%	Decrease	32%	Decrease	47%	
No change	28%	No change	24%	No change	41%	No change	33%	No change	32%	No change	32%	No change	28%	

V. PURPOSE OF CONTRIBUTIONS

1. Contributions to Operations

1/1/2009		1/1/2008		1/1/2007		1/1/2006		1/1/2005		1/1/2004		1/1/2003		1/1/2002
Increase	22%	Increase	52%	Increase	51%	Increase	48%	Increase	49%	Increased	37%	No data gathered	No data gathered	
Decrease	42%	Decrease	7%	Decrease	4%	Decrease	5%	Decrease	13%	Declined	21%			
No change	36%	No change	41%	No change	45%	No change	47%	No change	38%	No change	42%			

2. Contributions to Endowment

1/1/2009		1/1/2008		1/1/2007		1/1/2006		2005		2004		1/1/2003		1/1/2002
Increase	22%	Increase	48%	Increase	53%	Increase	45%	Increase	44%	Increased	43%	No data gathered	No data gathered	
Decrease	26%	Decrease	5%	Decrease	1%	Decrease	7%	Decrease	6%	Declined	9%			
No change	52%	No change	47%	No change	46%	No change	48%	No change	50%	No change	48%			

3. Contributions to Facilities Growth/Infrastructure

1/1/2009		1/1/2008		1/1/2007		1/1/2006		2005		2004		1/1/2003		1/1/2002
Increase	23%	Increase	38%	Increase	38%	Increase	43%	Increase	40%	Increased	45%	No data gathered	No data gathered	
Decrease	16%	Decrease	6%	Decrease	5%	Decrease	2%	Decrease	7%	Declined	8%			
No change	61%	No change	56%	No change	57%	No change	55%	No change	53%	No change	47%			

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