



Association of Art Museum Directors

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A note about AAMD's 2011 State of North America's Art Museums Survey:

The Association of Art Museum Directors has released the results of the tenth annual State of North America's Art Museums (SNAAM) Survey for calendar year 2010. The report shows that while art museums face continuing economic challenges, there are signs of an initial rebound from the recent downturn in earned income and giving. Close to three quarters of the museums responding to the survey reported that their overall revenue either increased or remained unchanged from the previous year. The survey also demonstrated that AAMD members remain committed to serving the public with arts programming and exhibitions, and continue to build and strengthen their collections.

- 85% of museums surveyed reported that they increased or maintained their exhibition programming in 2010.
- Over 90% reported continuing to build their collections through acquisitions, with 27% indicating that they increased this area from the previous year.
- Nearly 80% maintained or increased staffing during 2010. By comparison, in 2009 58% reported a decrease in staffing.
- In terms of revenue, 72% reported an increase or no change from 2010, with the largest area of growth being support from individuals. 63% reported an increase in this area of giving in 2010. By comparison, in 2009 only 31% reported an increase in this type of giving.
- Two thirds (66%) of museums reported that endowment income increased or remained the same in 2010; in 2009 only 21% reported stable or increased income from this source.
- More than three quarters (78%) reported an increase or no change in earned income in 2010.
- The one area of income that lagged was Government Support, with 49% reporting a decrease in 2010. In 2009 47% reported a decrease in Government Support.

Of AAMD's 200 members, 131 responded to this survey. The survey results reported below also include a comparison by year over the previous five years of SNAAM surveys.

March 15, 2011

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2011 SURVEY RESULTS & COMPARISON DATA

I. STATUS OF MUSEUM EXPANSION PLANS

2011		2010		2009		2008		2007		2006	
Moving Forward	28%	Moving Forward	34%	Moving Forward	25%	Moving Forward	40%	Moving Forward	66%	Moving Forward	65%
Changing Time Frame	9%	Changing Time Frame	11%	Changing Time Frame	13%	Changing Time Frame	10%	Changing Time Frame	18%	Changing Time Frame	13%
Changing Scope	9%	Changing Scope	3%	Changing Scope	6%	Changing Scope	3%	Changing Scope	6%	Changing Scope	7%
Deferring Indefinitely	4%	Deferring Indefinitely	7%	Deferring Indefinitely	10%	Deferring Indefinitely	0%	Deferring Indefinitely	3%	Deferring Indefinitely	7%
Reviving Plans	5%	Reviving Plans	3%	Reviving Plans	0%	Reviving Plans	2%	Reviving Plans	7%	Reviving Plans	8%
No expansion	45%	No expansion	47%	No expansion	46%	No expansion	45%	No data gathered		No data gathered	

II. CHANGES TO MUSEUM PROGRAMS

a. Changes to Exhibition Programming:

2011		2010		2009		2008		2007		2006	
Increase	24%	Increase	19%	Increase	20%	Increase	34%	Increase	44%	Increase	31%
Decrease	15%	Decrease	31%	Decrease	31%	Decrease	12%	Decrease	8%	Decrease	10%
No change	61%	No change	50%	No change	49%	No change	54%	No change	48%	No change	59%

b. Increased Use of Permanent Collection in Exhibitions:

2011		2010		2009		2008		2007		2006	
Yes	71%	Yes	74%	Yes	70%	Yes	68%	Yes	76%	Yes	64%
No	29%	No	26%	No	30%	No	32%	No	24%	No	36%

c. Changes to Acquisitions/Collecting Program:

2011		2010		2009		2008		2007		2006	
Increased	27%	Increased	17%	Increased	20%	Increased	41%	Increased	37%	Increased	24%
Reduced	9%	Reduced	17%	Reduced	17%	Reduced	2%	Reduced	5%	Reduced	6%
No change	64%	No change	66%	No change	63%	No change	57%	No change	58%	No change	70%
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:	No data gathered	Average increase in acquisitions:	69%
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:	No data gathered	Average decrease in acquisitions:	58%

d. How would you summarize your institution's 2011 exhibition and program plans, in comparison to 2010?

2011		2010		2009	
Consistent with 2010:	48%	Consistent with 2009:	26%	Consistent with 2008:	16%
Doing more with less:	26%	Doing more with less:	26%	Doing more with less:	24%
Doing as much as in 2010, with less:	9%	Doing as much as in 2009, with less:	29%	Doing as much as in 2008, with less:	25%
Doing less with less:	5%	Doing less with less:	7%	Doing less with less:	26%
Other:	13%	Other:	12%	Other:	9%

III. MUSEUM SUPPORT/OPERATIONS

a. Changes to Attendance:

2011		2010		2009		2008		2007		2006	
Increase	42%	Increase	45%	Increase	41%	Increase	58%	Increase	61%	Increase	44%
Decrease	27%	Decrease	29%	Decrease	39%	Decrease	16%	Decrease	20%	Decrease	27%
No change	28%	No change	22%	No change	17%	No change	24%	No change	19%	No change	29%
Not open to the public during this period	3%	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	

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

b. Changes to Staffing:

2011		2010		2009		2008		2007		2006	
Increase	27%	Increase	10%	Increase	18%	Increase	46%	Increase	55%	Increase	29%
Decrease	21%	Decrease	58%	Decrease	39%	Decrease	12%	Decrease	7%	Decrease	7%
No change	52%	No change	32%	No change	43%	No change	42%	No change	38%	No change	70%
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:	No data gathered	Average Staff Increase:	8%
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:	No data gathered	Average Staff Increase:	7%

c. Changes to Marketing:

2011		2010		2009		2008		2007		2006	
Increased	48%	Increased	32%	Increased	39%	Increased	54%	Increased	63%	Increased	50%
Reduced	11%	Reduced	19%	Reduced	22%	Reduced	7%	Reduced	4%	Reduced	10%
No change	41%	No change	49%	No change	39%	No change	39%	No change	33%	No change	34%

IV. REVENUE

a. Overall Revenue:

2011		2010		2009		2008		2007		2006	
Increase	33%	Increase	23%	Increase	15%	Increase	55%	Increase	58%	Increase	47%
Decrease	29%	Decrease	58%	Decrease	61%	Decrease	17%	Decrease	6%	Decrease	16%
No change	39%	No change	19%	No change	24%	No change	28%	No change	36%	No change	34%

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

b. Contributed Revenue:

1. Individual Support

2011		2010		2009		2008		2007		2006	
Increase	63%	Increase	31%	Increase	28%	Increase	67%	Increase	73%	Increase	70%
Decrease	17%	Decrease	47%	Decrease	41%	Decrease	10%	Decrease	4%	Decrease	7%
No change	20%	No change	22%	No change	31%	No change	23%	No change	23%	No change	23%

2. Foundation Support

2011		2010		2009		2008		2007		2006	
Increase	32%	Increase	29%	Increase	24%	Increase	45%	Increase	46%	Increase	50%
Decrease	20%	Decrease	40%	Decrease	34%	Decrease	13%	Decrease	8%	Decrease	12%
No change	48%	No change	31%	No change	42%	No change	42%	No change	46%	No change	38%

3. Corporate Support

2011		2010		2009		2008		2007		2006	
Increase	30%	Increase	16%	Increase	14%	Increase	31%	Increase	33%	Increase	34%
Decrease	36%	Decrease	60%	Decrease	60%	Decrease	31%	Decrease	18%	Decrease	20%
No change	34%	No change	24%	No change	26%	No change	38%	No change	49%	No change	46%

4. Government Support

2011		2010		2009		2008		2007		2006	
Increase	11%	Increase	19%	Increase	17%	Increase	34%	Increase	29%	Increase	29%
Decrease	49%	Decrease	47%	Decrease	39%	Decrease	19%	Decrease	13%	Decrease	27%
No change	40%	No change	34%	No change	44%	No change	47%	No change	58%	No change	44%

c. Endowment Income:

2011		2010		2009		2008		2007		2006	
Increase	42%	Increase	7%	Increase	8%	Increase	52%	Increase	65%	Increase	58%
Decrease	34%	Decrease	79%	Decrease	71%	Decrease	17%	Decrease	1%	Decrease	9%
No change	24%	No change	14%	No change	21%	No change	31%	No change	34%	No change	33%

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

d. Earned Income:

2011		2010		2009		2008		2007		2006	
Increase	48%	Increase	31%	Increase	23%	Increase	51%	Increase	45%	Increase	44%
Decrease	23%	Decrease	48%	Decrease	49%	Decrease	25%	Decrease	14%	Decrease	16%
No change	30%	No change	21%	No change	28%	No change	24%	No change	41%	No change	33%

V. PURPOSE OF CONTRIBUTIONS

a. Contributions to Operations:

2011		2010		2009		2008		2007		2006	
Increase	43%	Increase	29%	Increase	22%	Increase	52%	Increase	51%	Increase	48%
Decrease	14%	Decrease	39%	Decrease	42%	Decrease	7%	Decrease	4%	Decrease	5%
No change	43%	No change	32%	No change	36%	No change	41%	No change	45%	No change	47%

b. Contributions to Endowment:

2011		2010		2009		2008		2007		2006	
Increase	26%	Increase	17%	Increase	22%	Increase	48%	Increase	53%	Increase	45%
Decrease	9%	Decrease	34%	Decrease	26%	Decrease	5%	Decrease	1%	Decrease	7%
No change	65%	No change	49%	No change	52%	No change	47%	No change	46%	No change	48%

c. Contributions to Facilities Growth/Infrastructure:

2011		2010		2009		2008		2007		2006	
Increase	27%	Increase	18%	Increase	23%	Increase	38%	Increase	38%	Increase	43%
Decrease	8%	Decrease	26%	Decrease	16%	Decrease	6%	Decrease	5%	Decrease	2%
No change	66%	No change	56%	No change	61%	No change	56%	No change	57%	No change	55%

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