National Survey of COVID-19 Impact on United States Museums

Fielded June 2020

There are an average of 622 responses per slide and a total of 760 museums responding to the survey.

MEDIANS:
- Statistics have been prepared using medians. The median value represents the middle value in a data range.
- Median values help to prevent unusually large or small data points (outliers) from skewing results.

NUMERIC RESULTS:
- A line chart or bar graph presents the 25th percentile, median, and 75th percentiles.
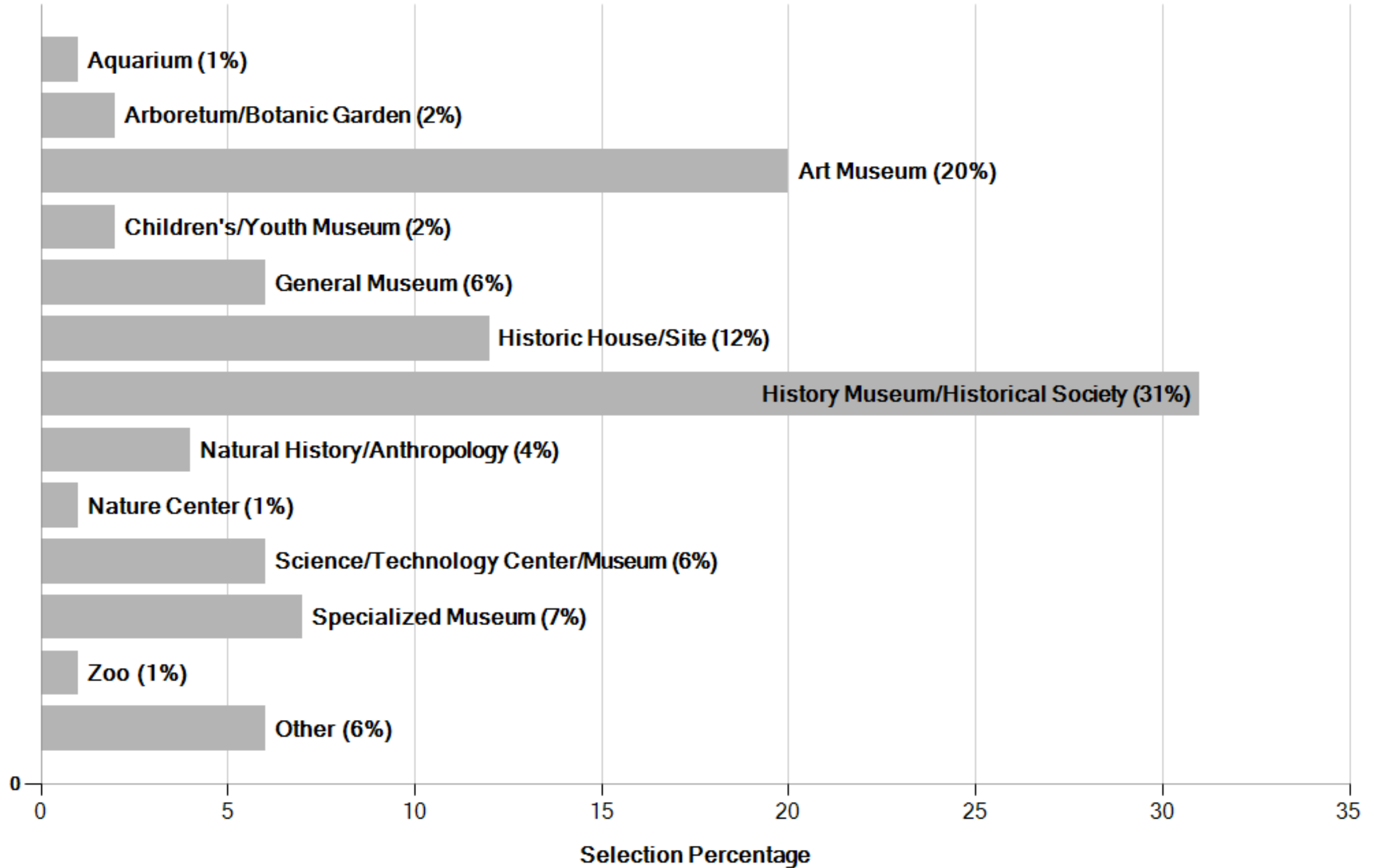
MULTIPLE CHOICE RESULTS:
- The percentage of responses is shown for all answer options associated with a question.

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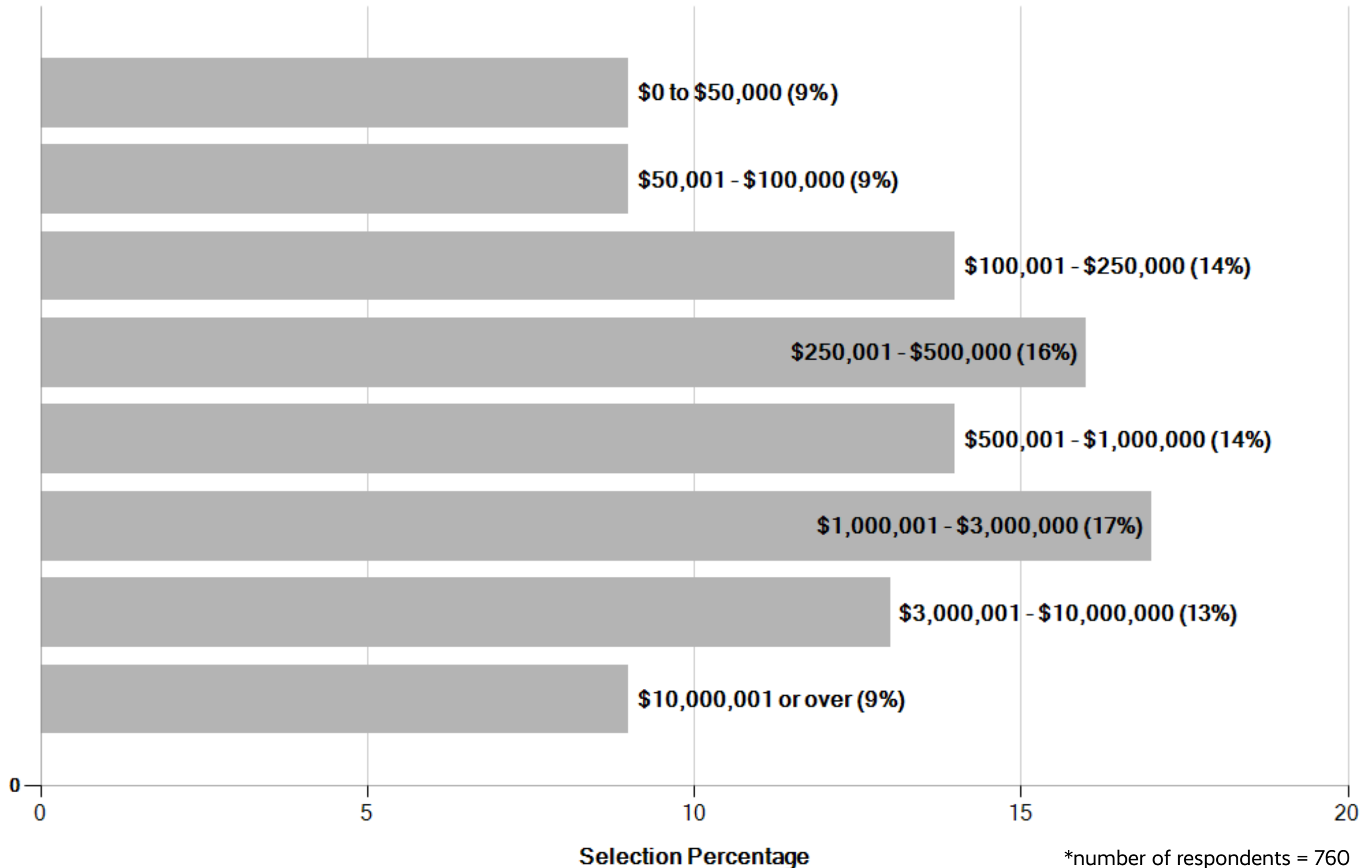Dynamic Benchmarking
PERFORMANCE MATTERS

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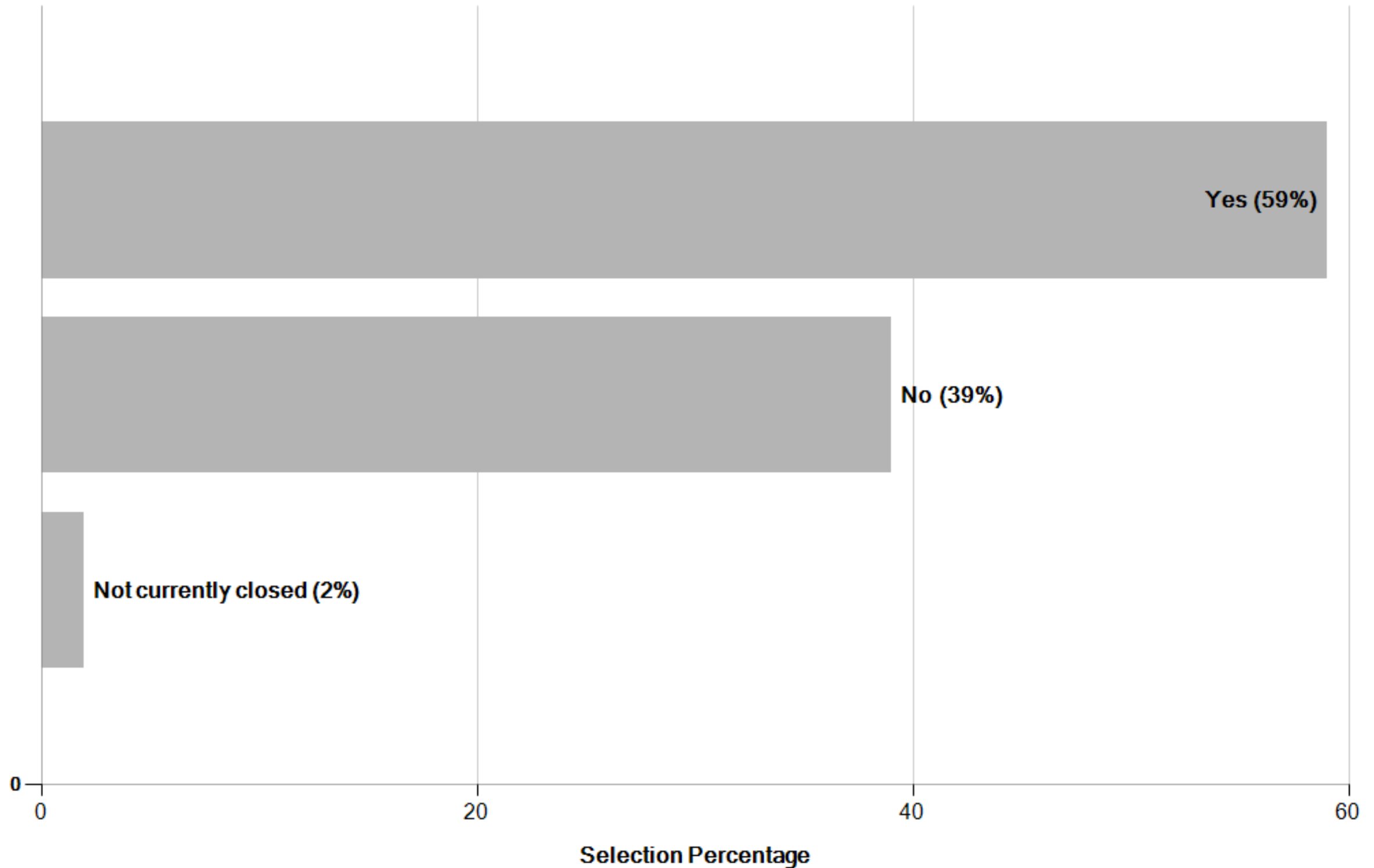
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Institution Type

- Aquarium (1%)
- Arboretum/Botanic Garden (2%)
- Art Museum (20%)
- Children's/Youth Museum (2%)
- General Museum (6%)
- Historic House/Site (12%)
- History Museum/Historical Society (31%)
- Natural History/Anthropology (4%)
- Nature Center (1%)
- Science/Technology Center/Museum (6%)
- Specialized Museum (7%)
- Zoo (1%)
- Other (6%)

Selection Percentage

*number of respondents = 760

Operating Expenses

$0 to $50,000 (9%)

$50,001 – $100,000 (9%)

$100,001 – $250,000 (14%)

$250,001 – $500,000 (16%)

$500,001 – $1,000,000 (14%)

$1,000,001 – $3,000,000 (17%)

$3,000,001 – $10,000,000 (13%)

$10,000,001 or over (9%)

Selection Percentage

*number of respondents = 760

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Date of Planned Reopening

May 2020 (15%)

June 2020 (42%)

July 2020 (27%)

August 2020 (9%)

September 2020 (4%)

October 2020 (0%)

November 2020 (0%)

December 2020 (0%)

Not until 2021 (2%)

0   10   20   30   40   50

Selection Percentage
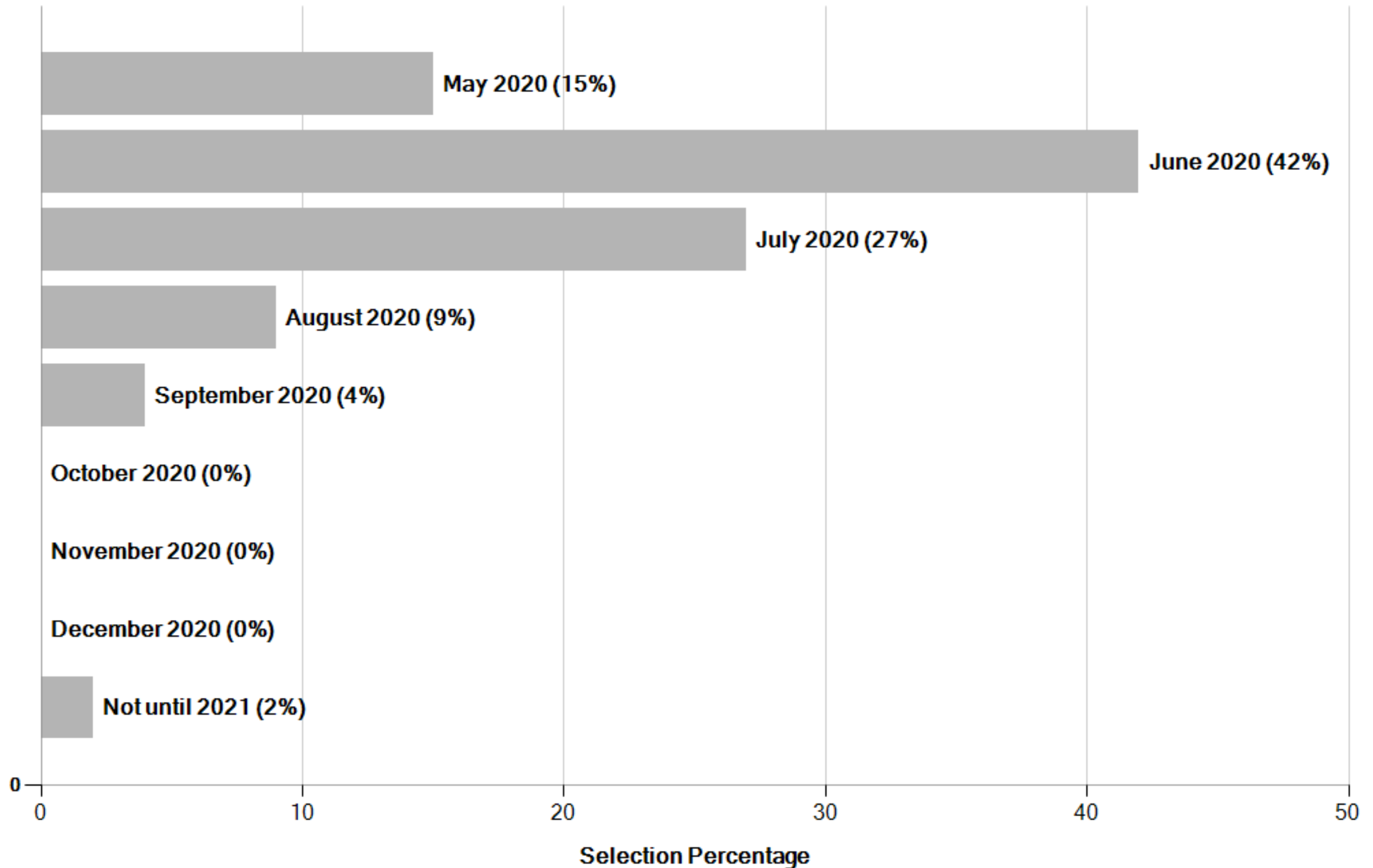
*number of respondents = 407

Layoff or Furlough Actions Taken

We have not furloughed or laid off any staff (56%)

Furloughed part time staff (26%)

Laid off part time staff (16%)

Furloughed full time staff (15%)

Laid off full time staff (11%)

Laid off contract staff (6%)

Furloughed contract staff (5%)

Selection Percentage

*number of respondents = 659

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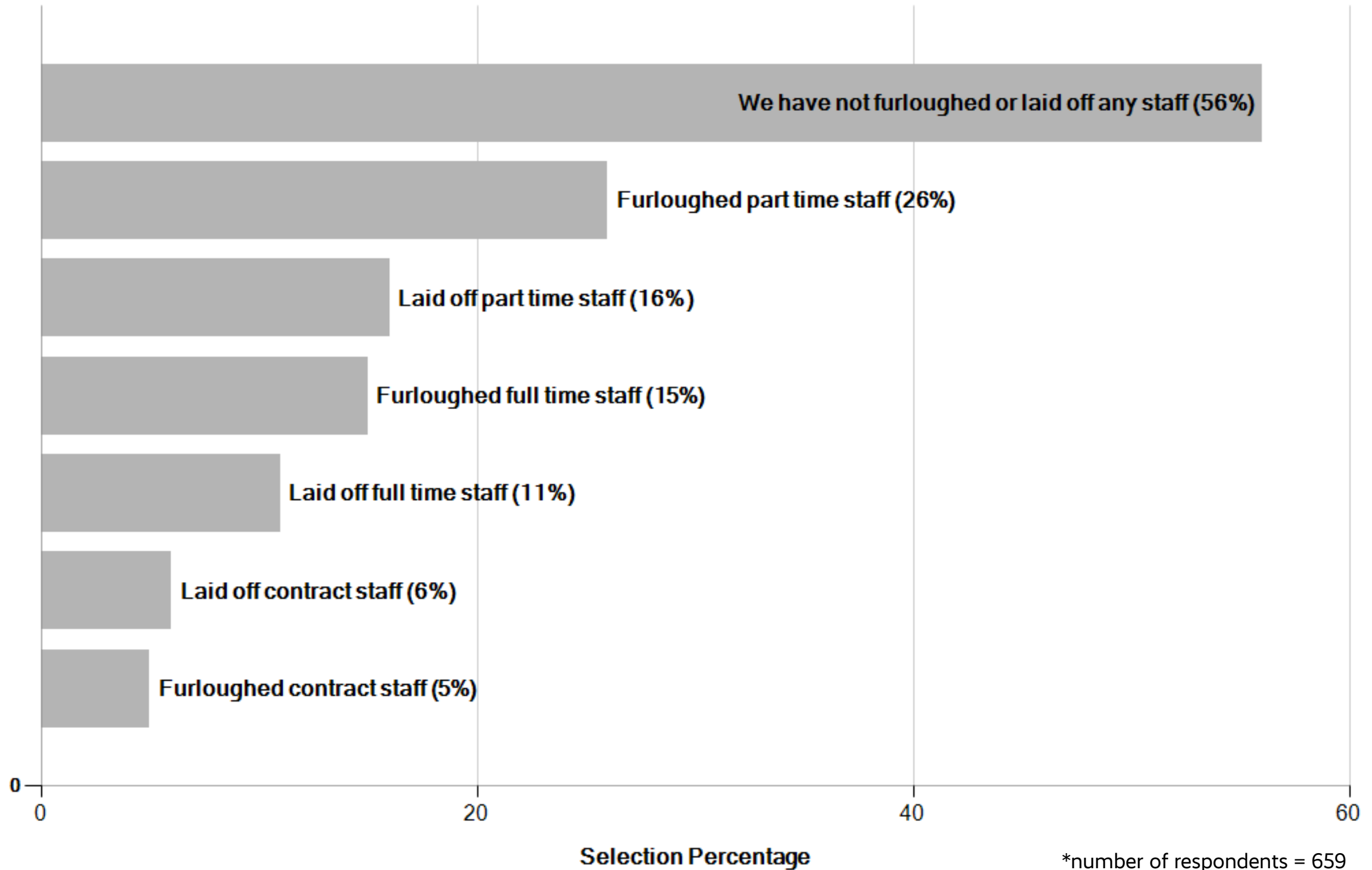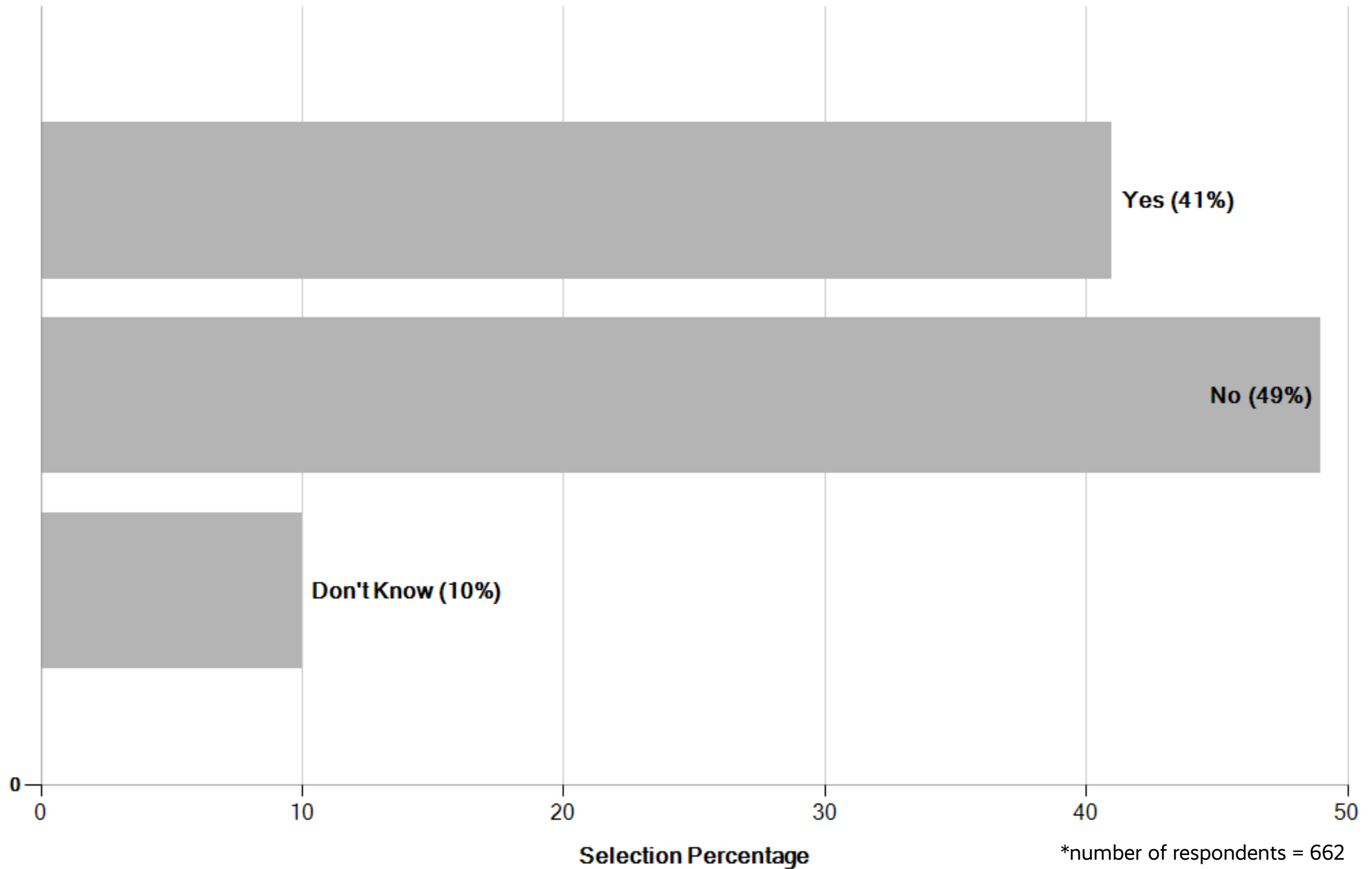
What Percent of Staff are Currently Laid Off or Furloughed?

Legend:
- 1-20%
- 21-40%
- 41-60%
- 61-80%
- 81-99%
- One Hundred Percent
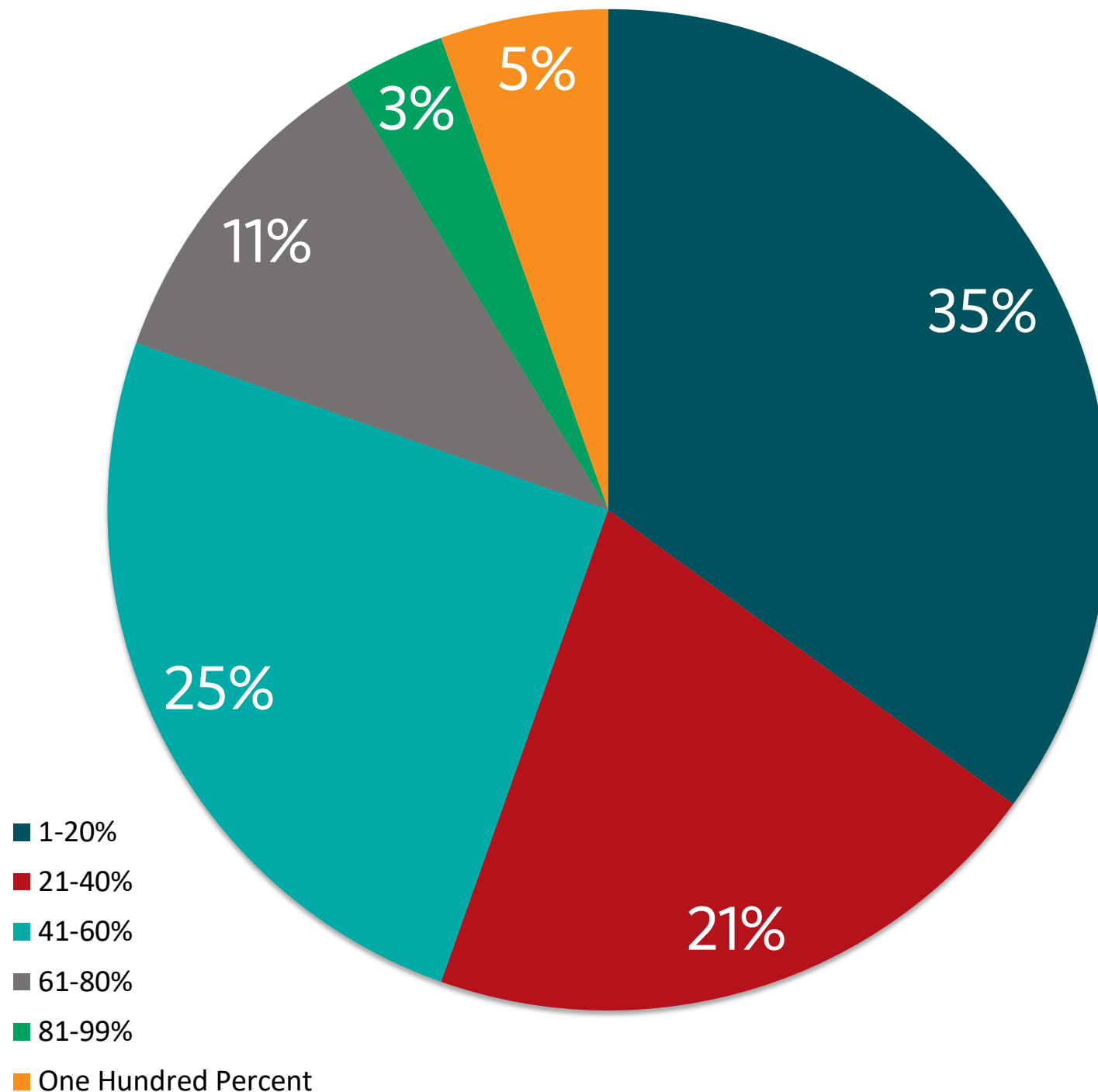
35% of respondents have laid off or furloughed **up to 20%** of their staff

21% of respondents have laid off or furloughed between **21-40%** of their staff

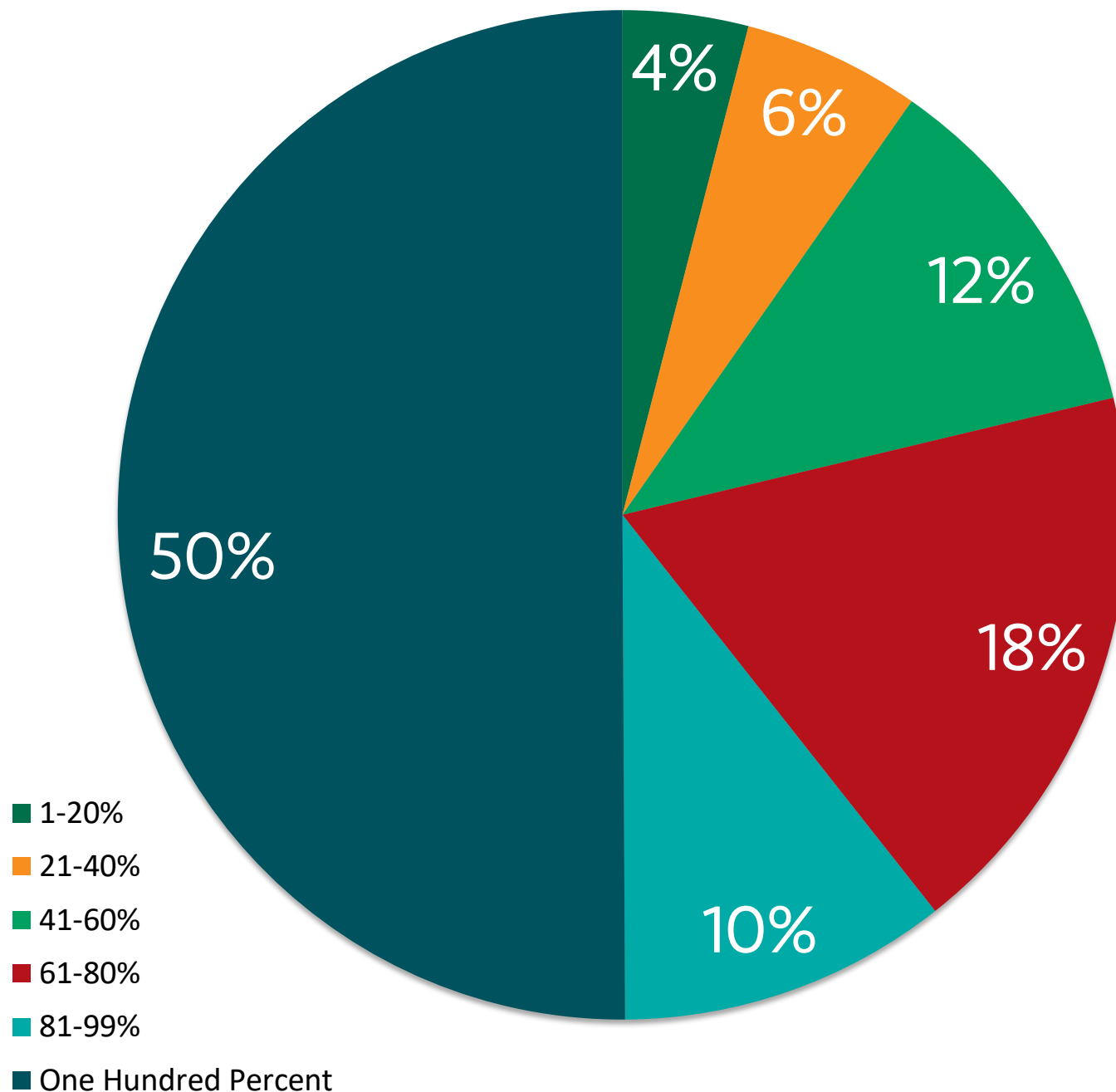25% of respondents have laid off or furloughed **41-60%** of their staff

11% of respondents have laid off or furloughed **61-80%** of their staff

3% of respondents have furloughed or laid off **81-99%** of their staff

5% of respondents have furloughed or laid off **100% of their staff**

*number of respondents = 243

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Your Workforce on Reopening is Anticipated to be what Percentage of Pre-Closure Workforce?

50% of respondents anticipate reopening with 100% of their workforce

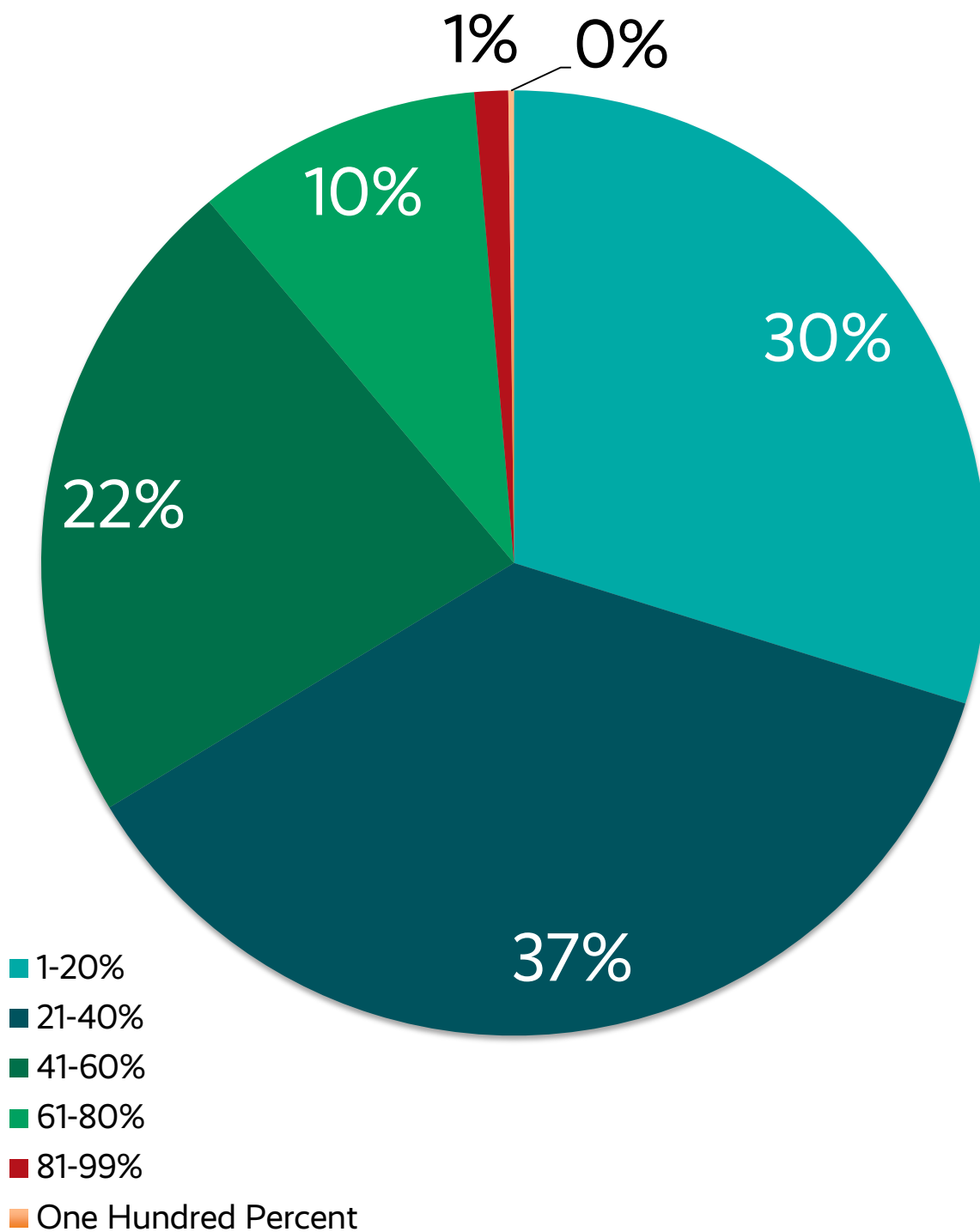10% of respondents anticipate reopening with 81-99% of their workforce

18% of respondents anticipate reopening with 61-80% of their workforce

12% of respondents anticipate reopening with 41-60% of their workforce

6% of respondents anticipate reopening with 21-40% of their workforce

4% of respondents anticipate reopening with 1-20% of their workforce

4%
6%
12%
18%
10%
50%

- 1-20%
- 21-40%
- 41-60%
- 61-80%
- 81-99%
- One Hundred Percent

*number of respondents = 601

Amount of Operating Income Expected to Lose in 2020

1%   0%
10%
30%
22%
37%

Legend:
- 1-20%
- 21-40%
- 41-60%
- 61-80%
- 81-99%
- One Hundred Percent

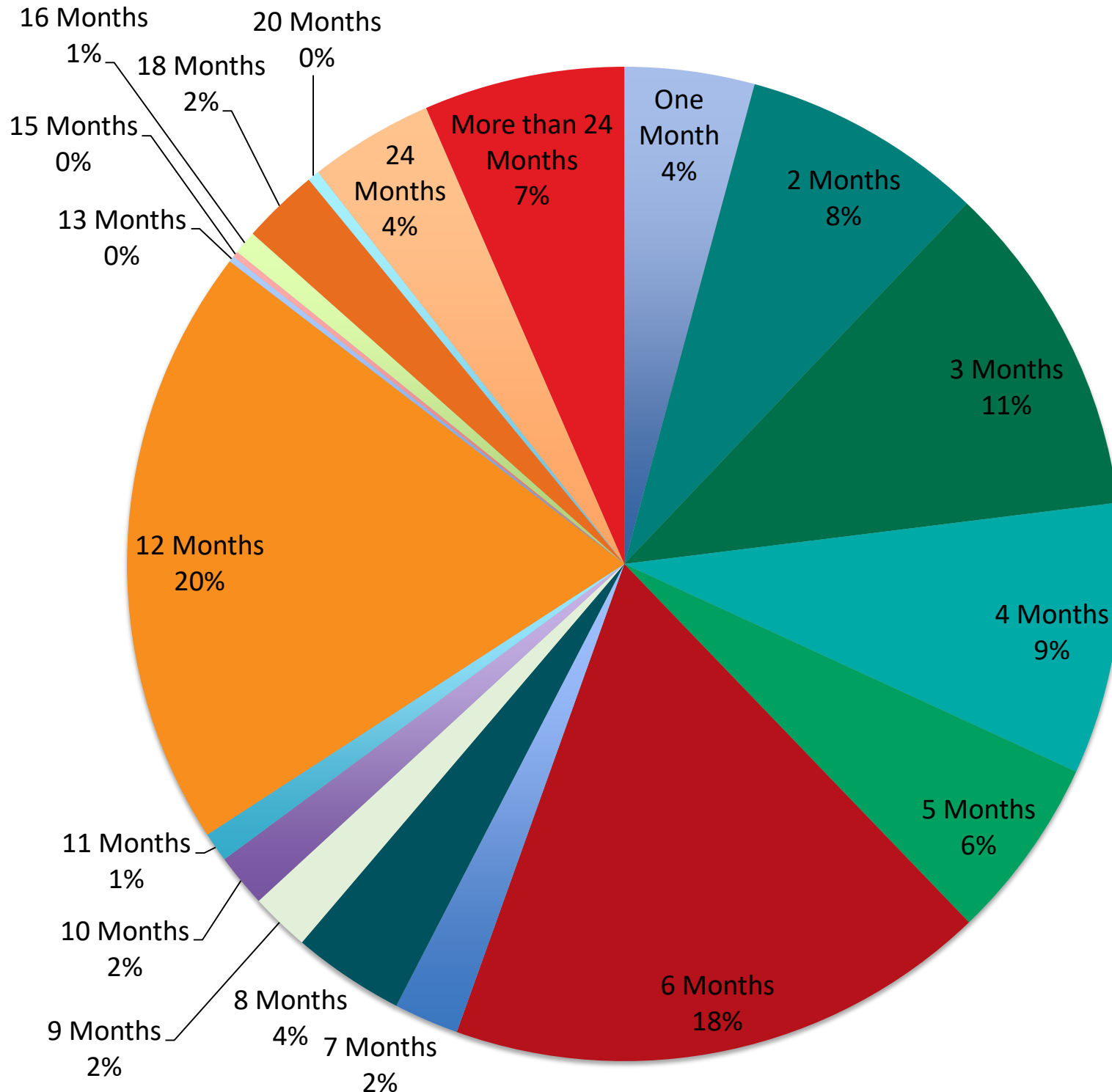30% of respondents expect to lose up to 20% of their income in 2020

37% of respondents expect to lose 21-40% of their income in 2020

22% of respondents expect to lose 41-60% of their income in 2020

10% of respondents expect to lose 61-80% of their income in 2020

1% of respondents expect to lose 81-99% of their income in 2020

*number of respondents = 538

Months of Operating Reserve Remaining

16 Months
1%

20 Months
0%

18 Months
2%

15 Months
0%

24 Months
4%

More than 24 Months
7%

One Month
4%

13 Months
0%

2 Months
8%

3 Months
11%

12 Months
20%

4 Months
9%

11 Months
1%

5 Months
6%

10 Months
2%

9 Months
2%

8 Months
4%

7 Months
2%

6 Months
18%

12% of respondents have 2 months or less of operating reserves remaining

20% of respondents have 3-4 months of operating reserves remaining

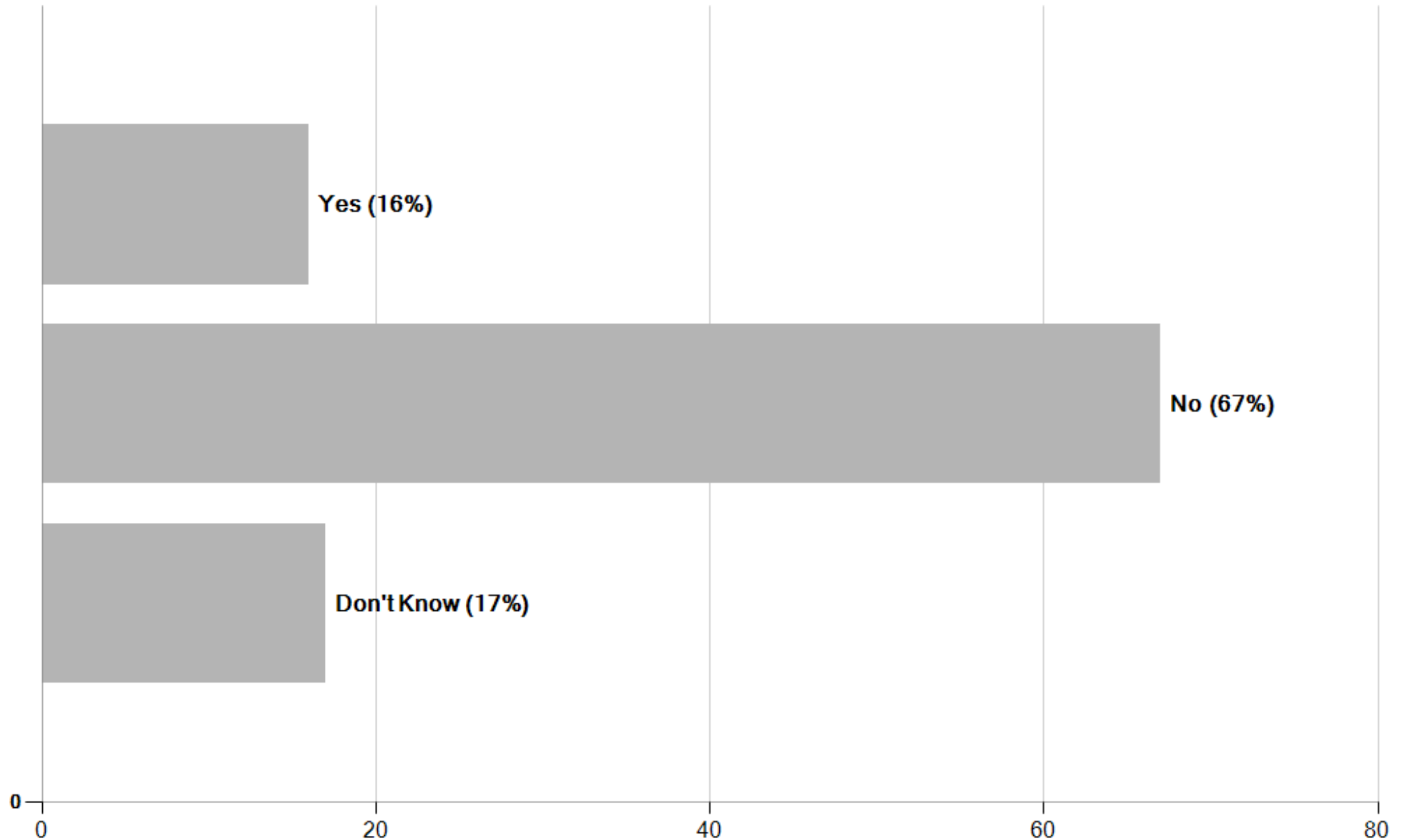24% of respondents have 5-6 months of operating reserves remaining

11% of respondents have 7-11 months of operating reserves remaining

23% of respondents have 12-18 months of operating reserves remaining

11% of respondents have 24 months or more of operating reserves remaining
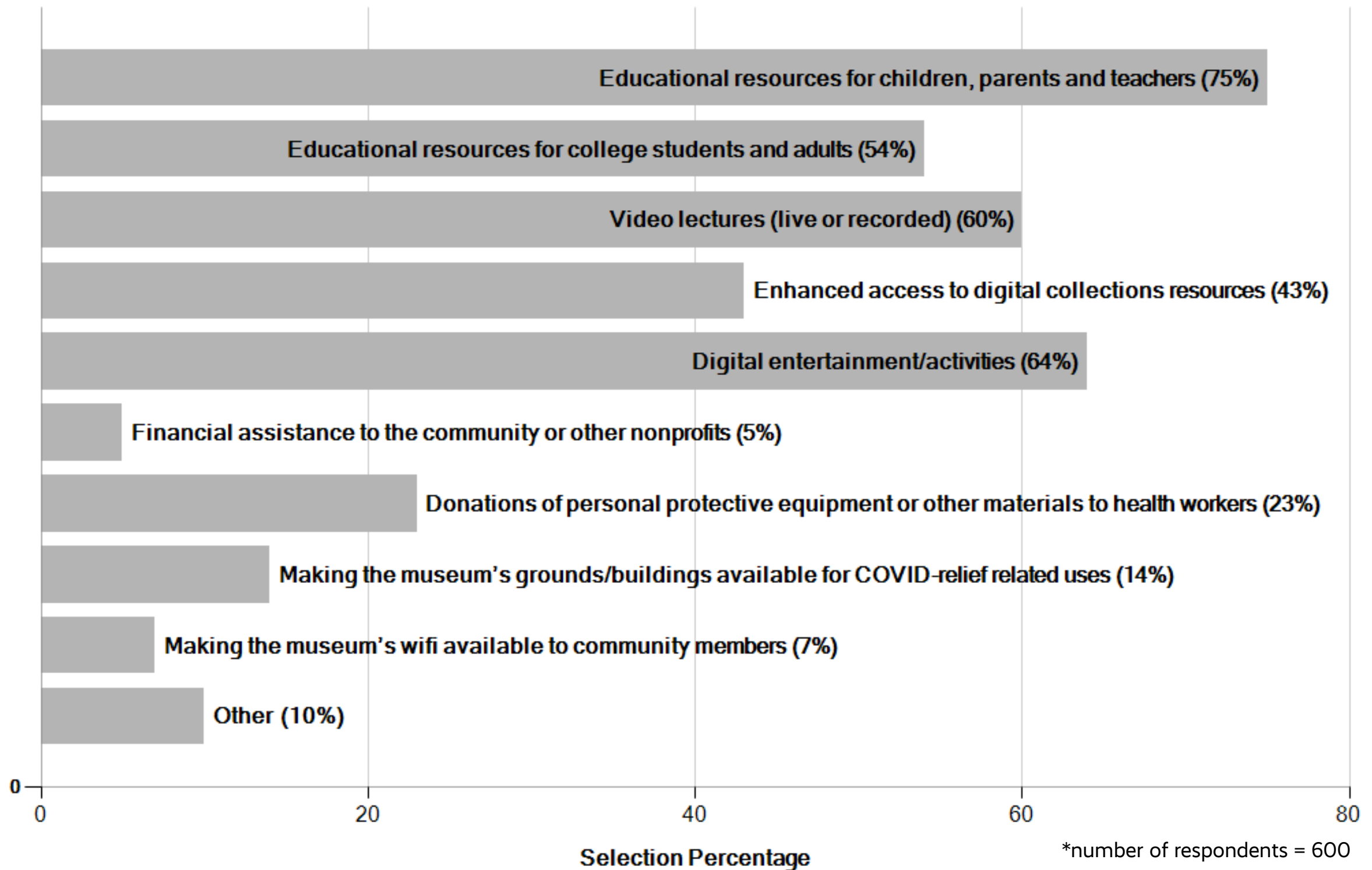
*number of respondents = 521

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Services Provided During COVID Closure and/or Community Lockdown

Educational resources for children, parents and teachers (75%)

Educational resources for college students and adults (54%)

Video lectures (live or recorded) (60%)

Enhanced access to digital collections resources (43%)

Digital entertainment/activities (64%)

Financial assistance to the community or other nonprofits (5%)

Donations of personal protective equipment or other materials to health workers (23%)

Making the museum's grounds/buildings available for COVID-relief related uses (14%)

Making the museum's wifi available to community members (7%)

Other (10%)

Selection Percentage

*number of respondents = 600

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Do you anticipate having to cut back on education, programming, and other public service due to budget shortfalls and/or staff reductions?

Yes (64%)

No (36%)

Selection Percentage

*number of respondents = 619
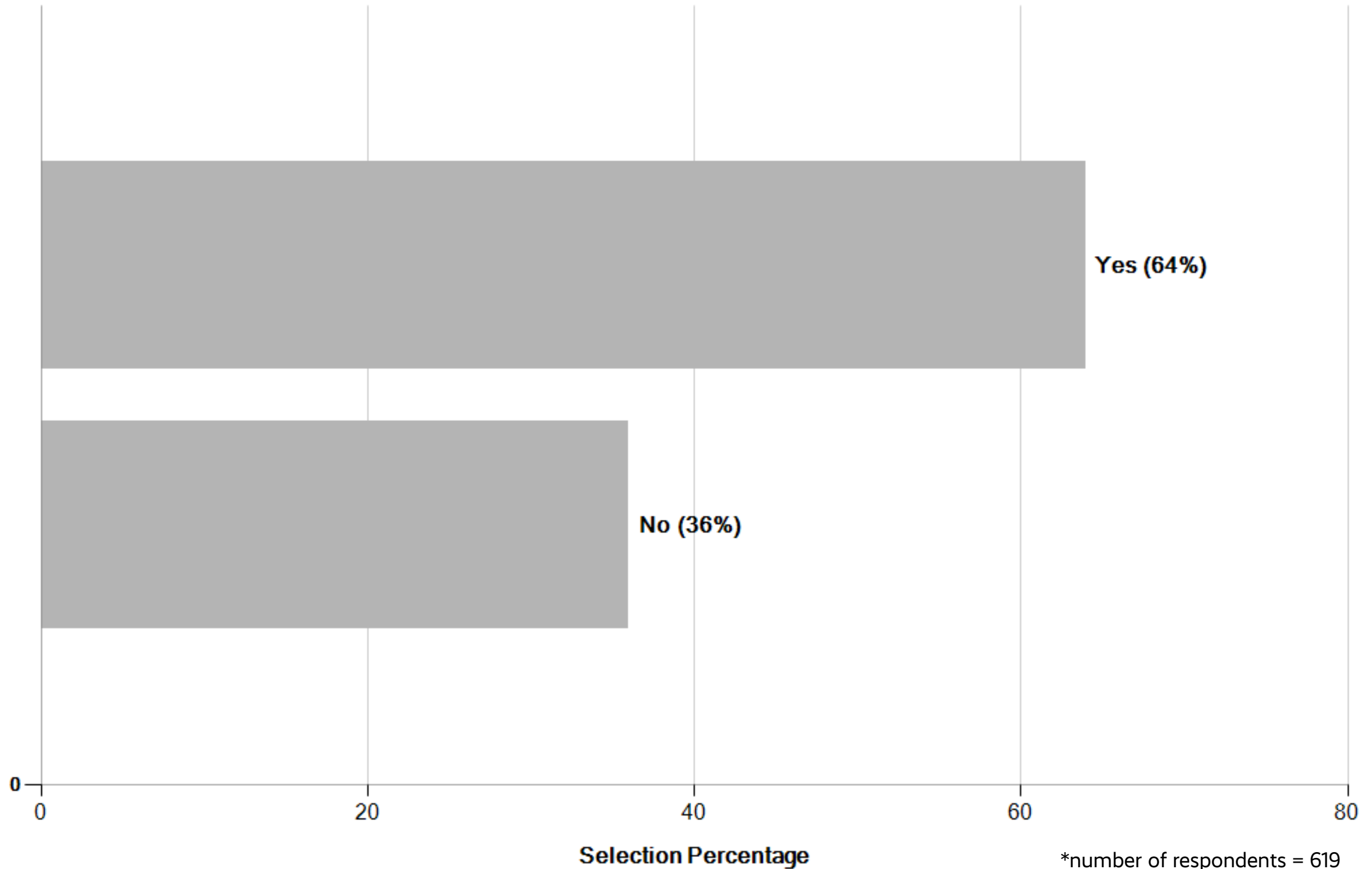
This research was conducted by Dynamic Benchmarking for the American Alliance of Museums (AAM).

Demonstrating their unwavering commitment to the museum field during this difficult time, Dynamic Benchmarking conducted this research for free to illustrate the dire impacts of the pandemic on the field. This data is critical as the Alliance continues to advocate for the resources museums require to recover from the current financial crisis.

American **Alliance of** **Museums**

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