

National Snapshot of COVID-19 Impact on United States Museums

Fielded October 15-28, 2020

850 respondents from museums across the United States

95% confidence at +/- 3%

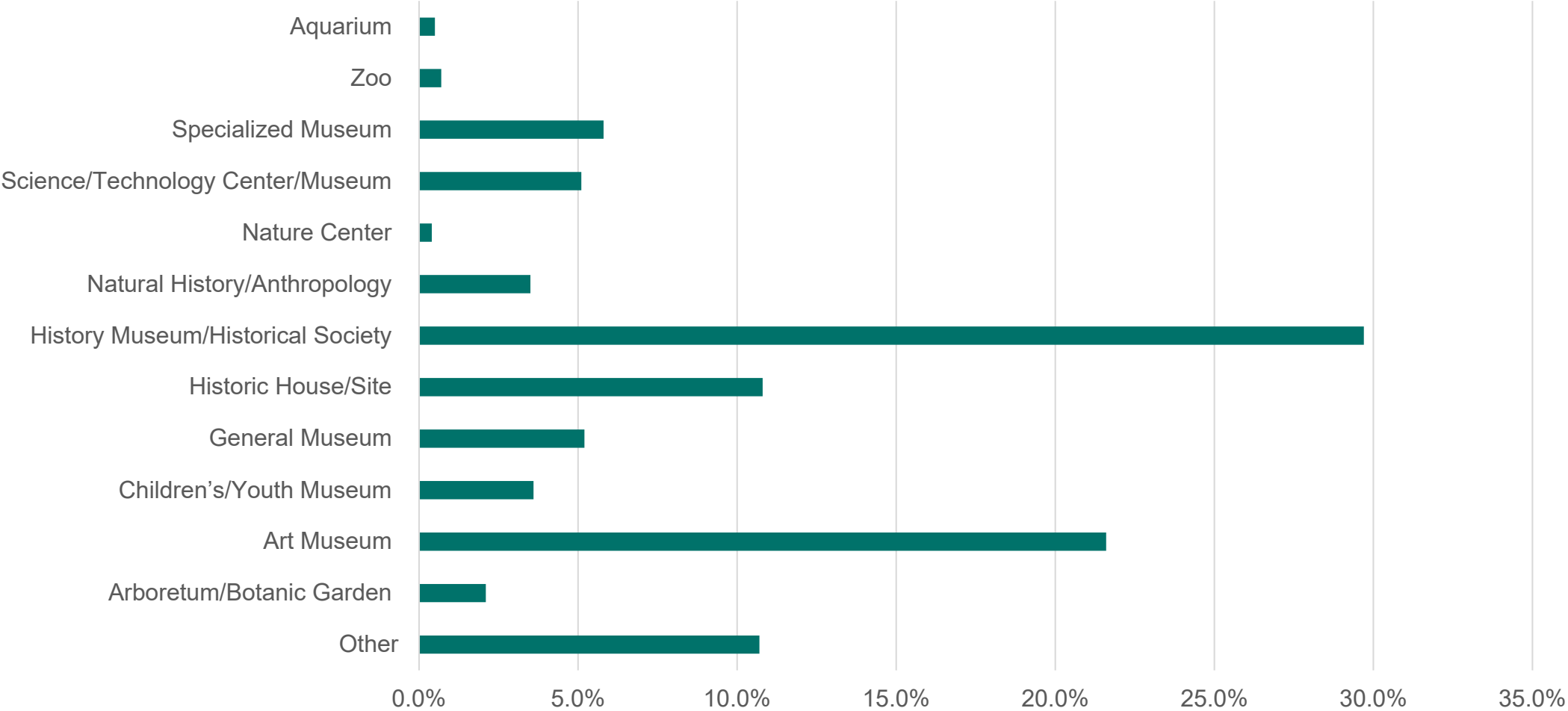
Research conducted by the
American Alliance of Museums and Wilkening Consulting



Closures, Reopening, and Visitation

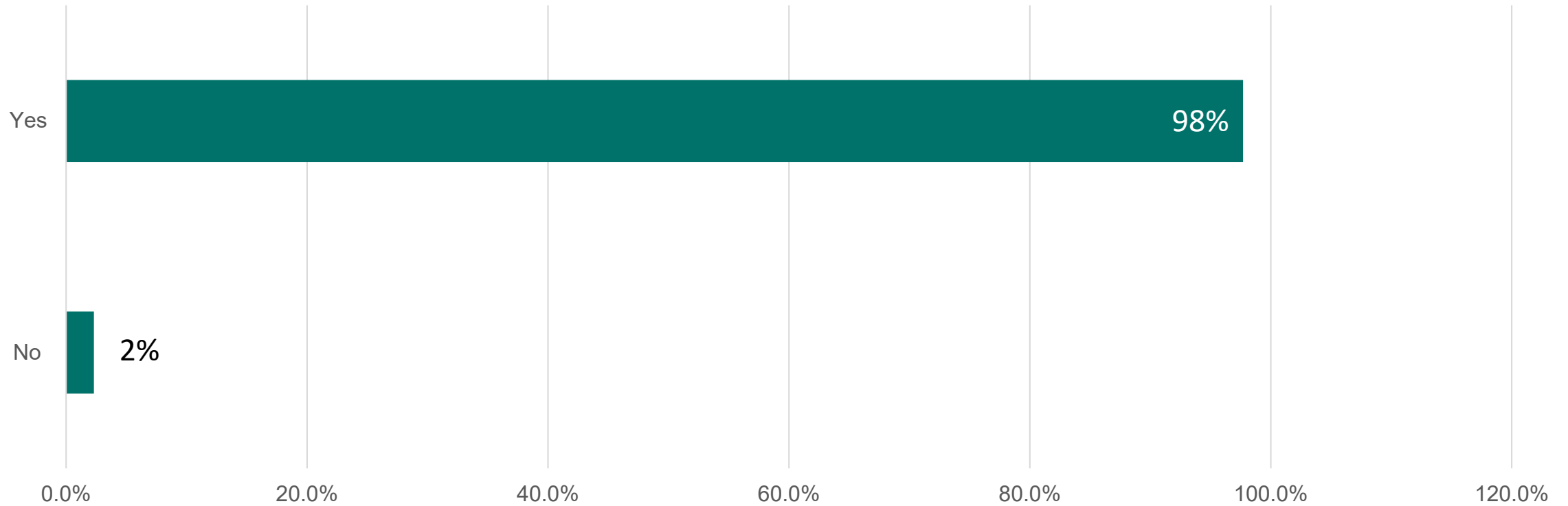


Respondents by Institution type



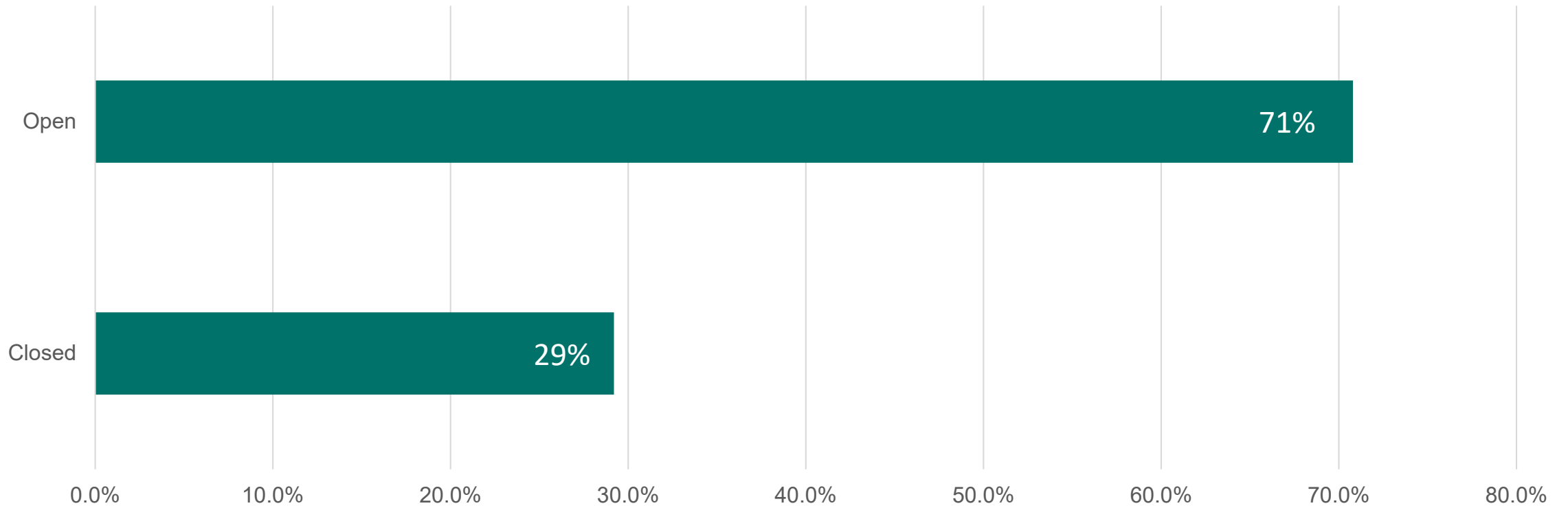
National Snapshot of COVID-19 Impact on United States Museums

Did the museum temporarily close to the public due to COVID-19 at some point this year?



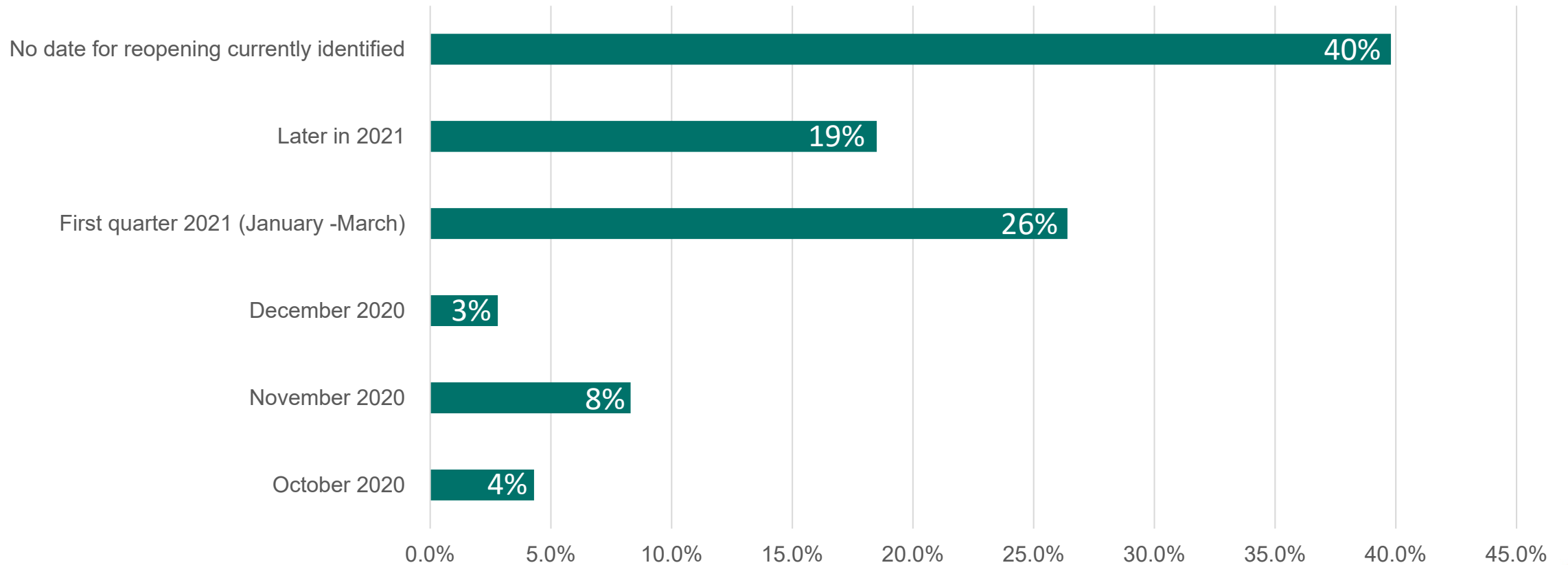
National Snapshot of COVID-19 Impact on United States Museums

Is the museum currently:

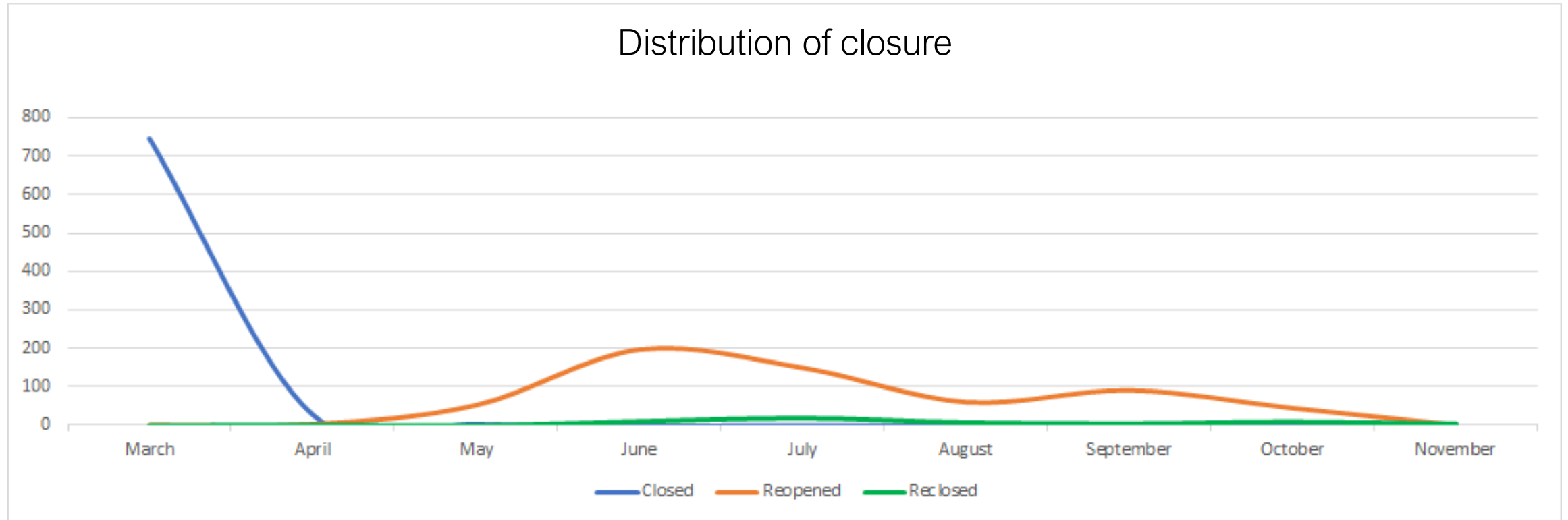


National Snapshot of COVID-19 Impact on United States Museums

If the museum is currently closed, what is your target date for reopening?



National Snapshot of COVID-19 Impact on United States Museums



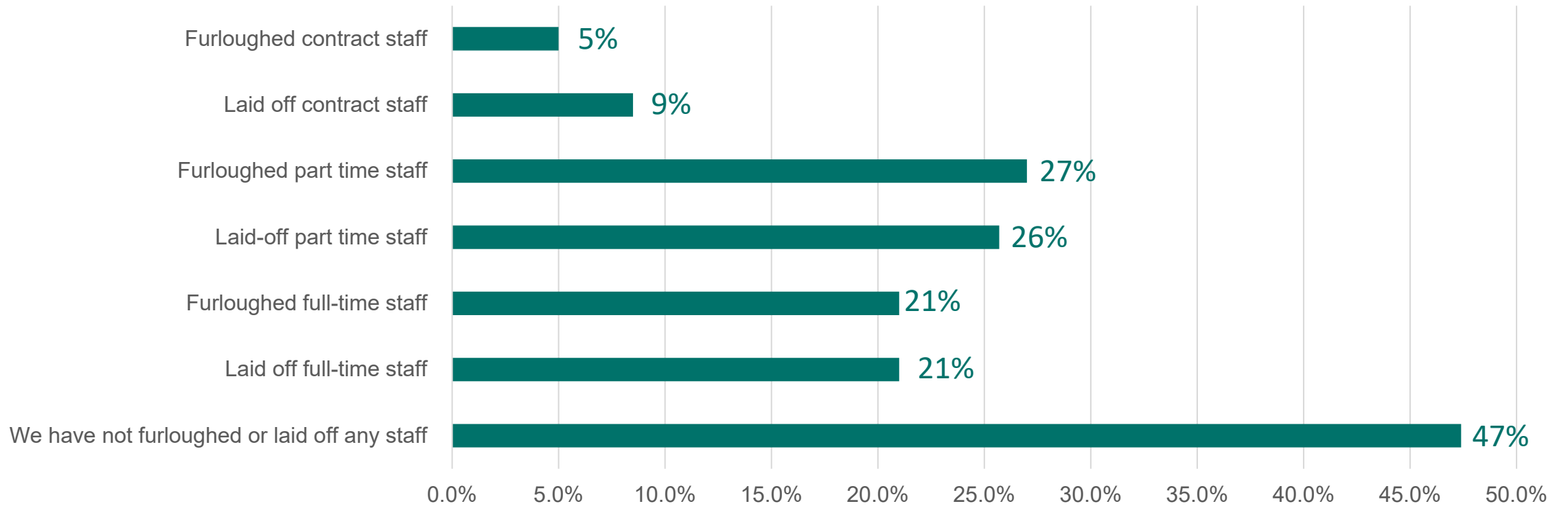
Changes in visitation

Museums that are open are experiencing, on average, 35 percent of normal attendance.

38 percent of respondents reported noting demographic changes in visitation upon reopening, primarily with shifts towards local residents and younger visitors.

Staffing and Service

Has your organization had to do any of the following?

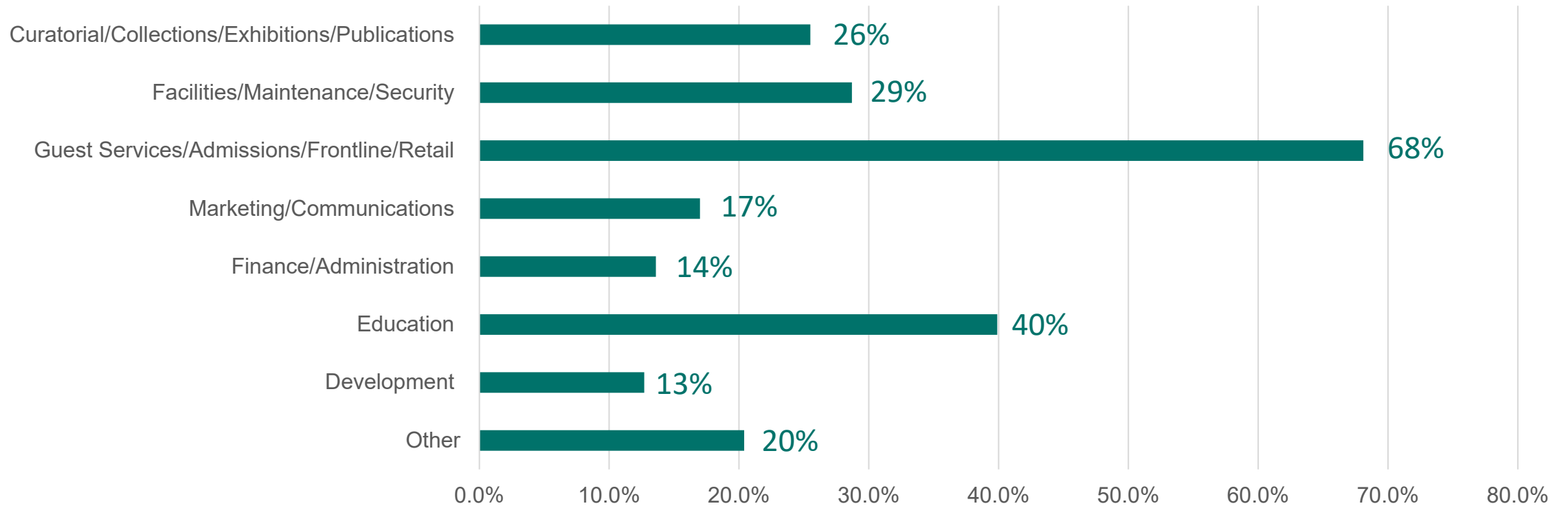


53% of responding museums have furloughed or laid off staff.

On average, respondents indicated 28% of their staffs are currently furloughed or laid off.

National Snapshot of COVID-19 Impact on United States Museums

Which staff positions were most affected by the layoff/furloughs?



Positions most often listed by responding museums as being most affected by the layoffs:

68% guest services/admissions/frontline/retail

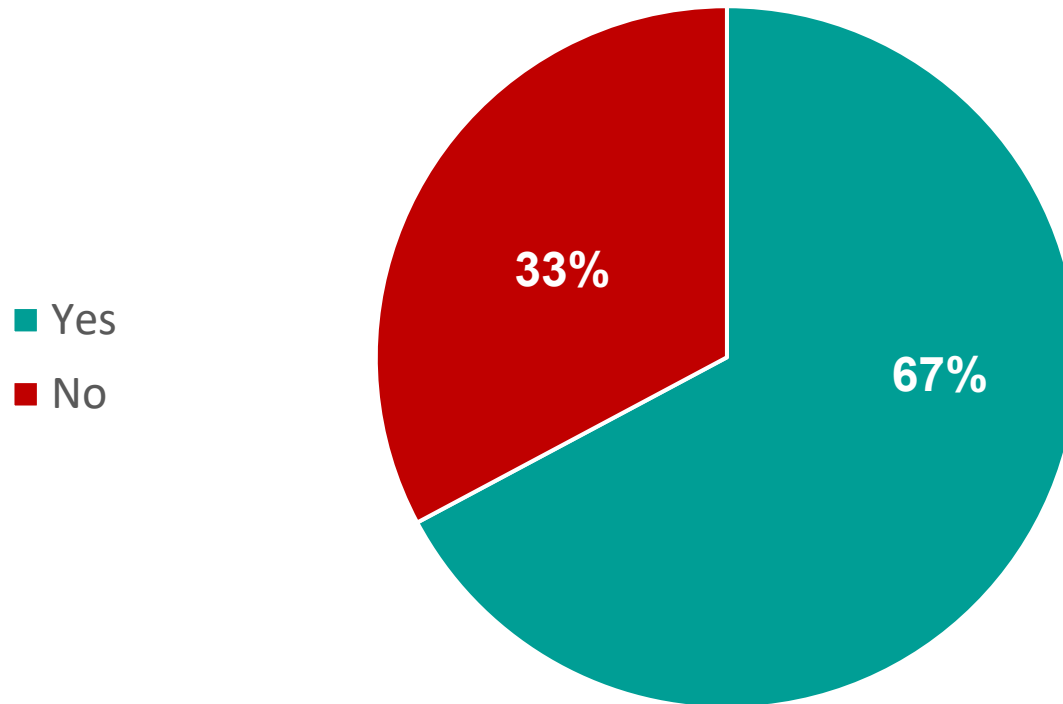
40% education staff

29% facilities/maintenance/security staff

26% curatorial/collections/publications

National Snapshot of COVID-19 Impact on United States Museums

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



Finances and Sustainability

Museums and Lost Revenue

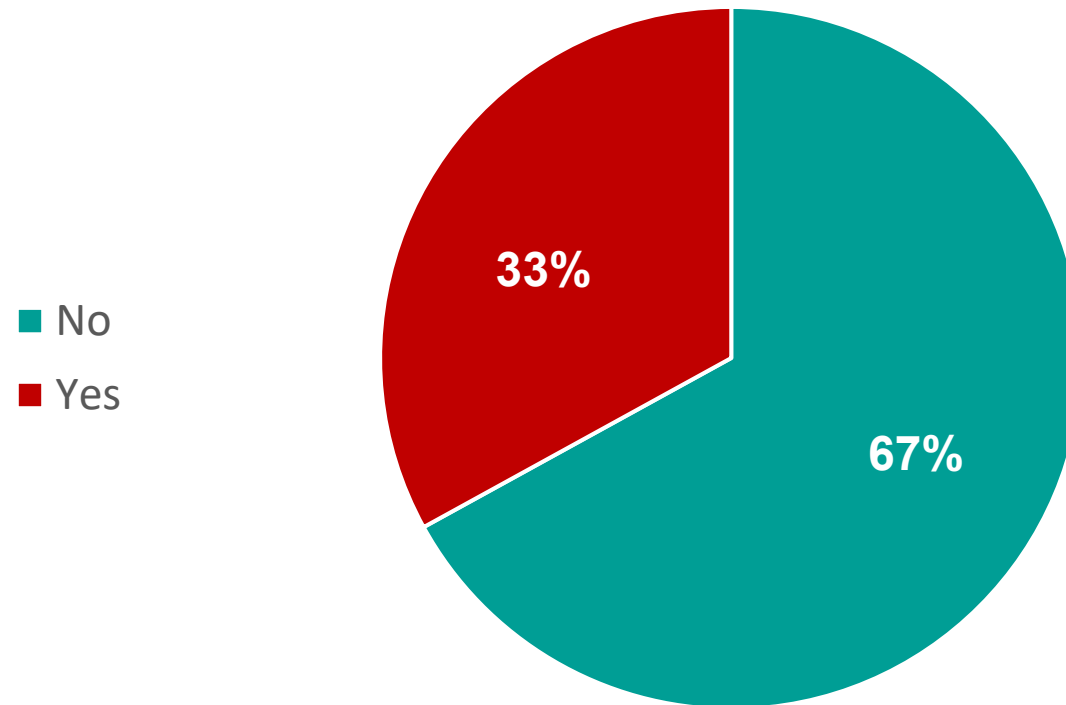
To prepare for reopening, each museum spent, on average, \$27,000. This figure was as high as \$750,000 for some respondents

Responding museums **lost an average of \$850k each** due to the pandemic so far this year.

On average, respondents anticipated **losing approximately 35% of the museum's budgeted operating income in 2020.**

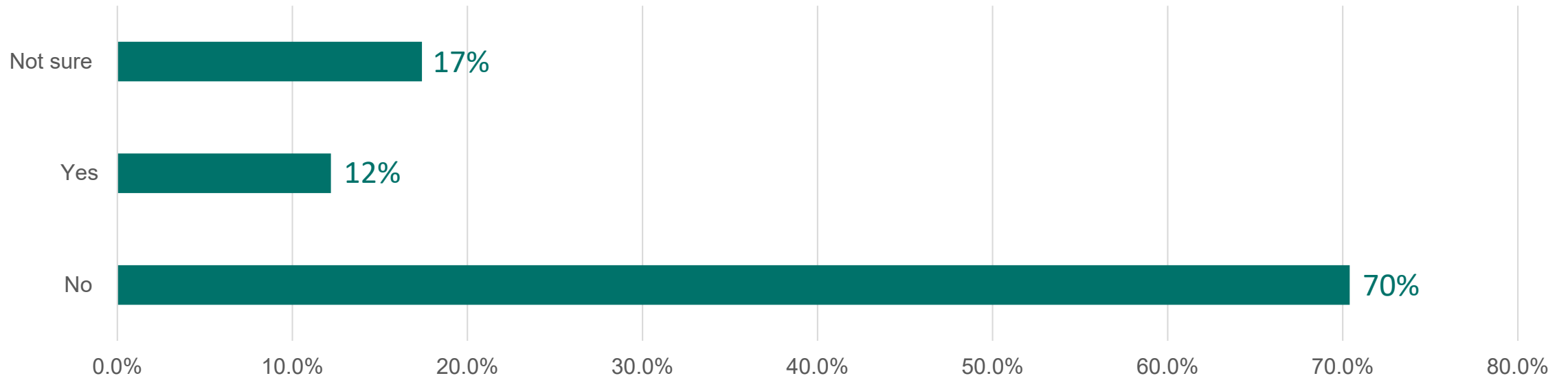
On average, respondents predicted **anticipating losing an additional 28% of normal operating income in 2021.**

Did you replace an in-person fundraising event/gala with a digital event this year?



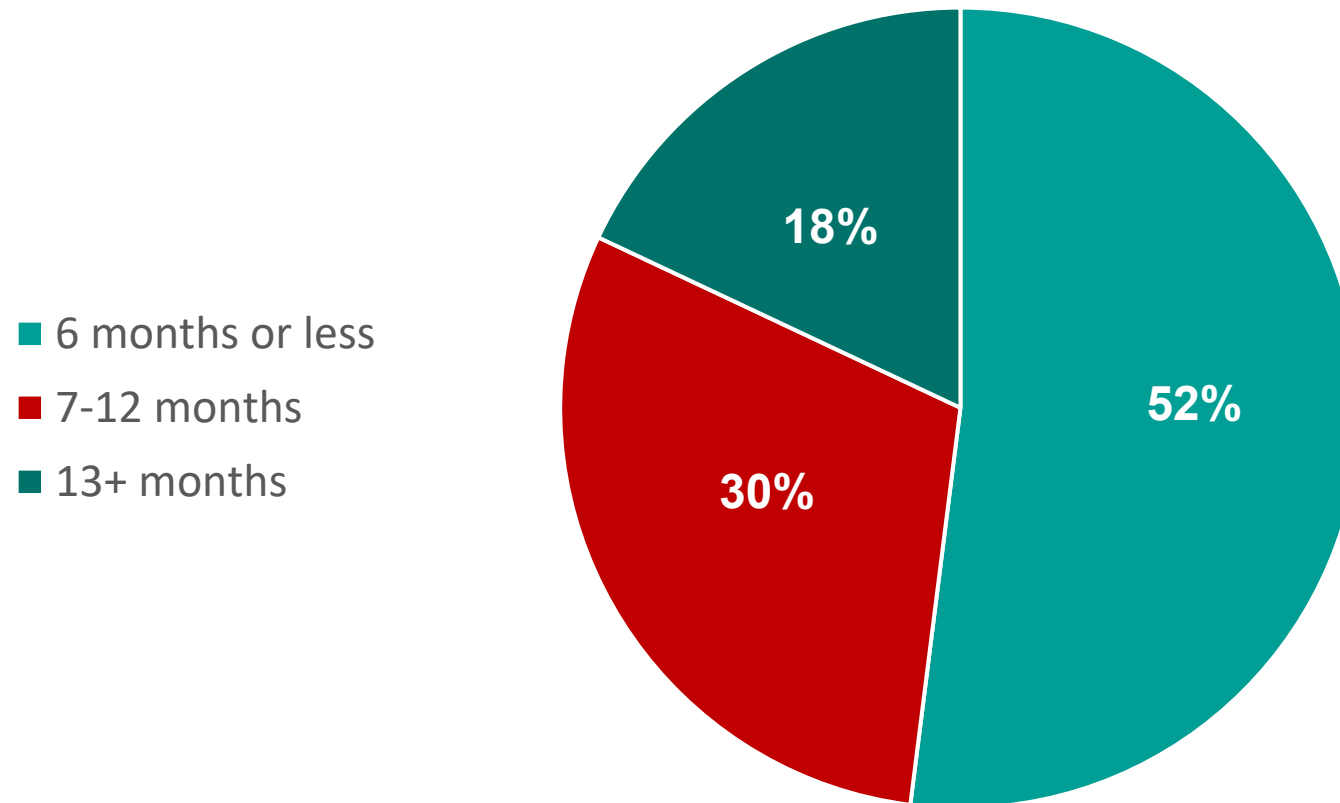
National Snapshot of COVID-19 Impact on United States Museums

Do you believe there is a significant risk of your museum closing permanently in the next 12 months, absent additional financial relief?



29% of museum directors surveyed confirmed there was a “significant risk” (12%) of closing permanently by fall 2021, or they “didn’t know” (17%) if they would survive. Numbers do not add up to 100 due to rounding convention.

How many months of financial operating reserve does the museum have remaining?



The National Snapshot of COVID-19 Impact on United States Museums was fielded October 15-28, 2020 by the American Alliance of Museums and Wilkening Consulting.

