

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:

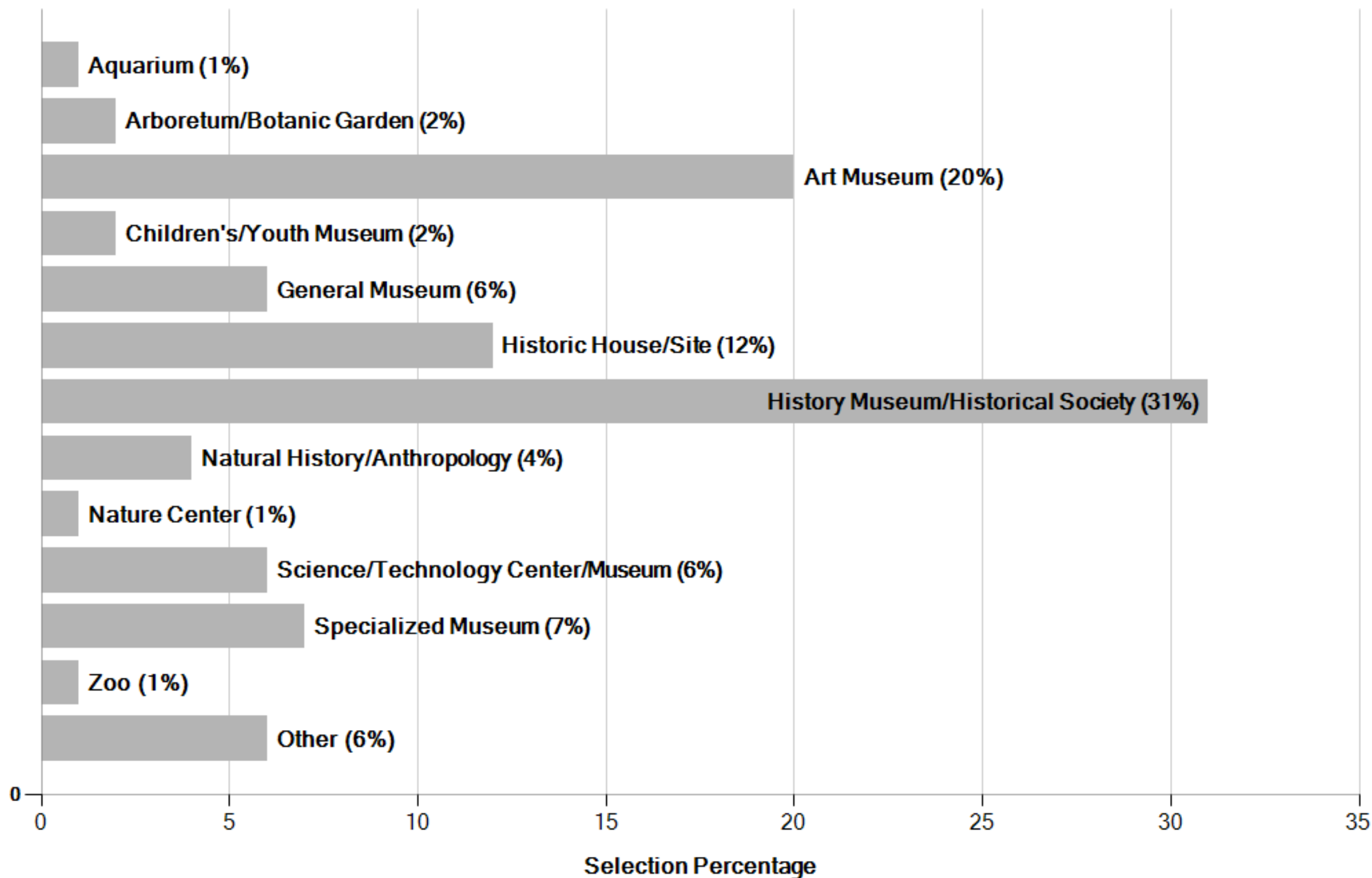
- A line chart or bar graph presents the 25th percentile, median, and 75th percentiles.

MULTIPLE CHOICE RESULTS:

- The percentage of responses is shown for all answer options associated with a question.

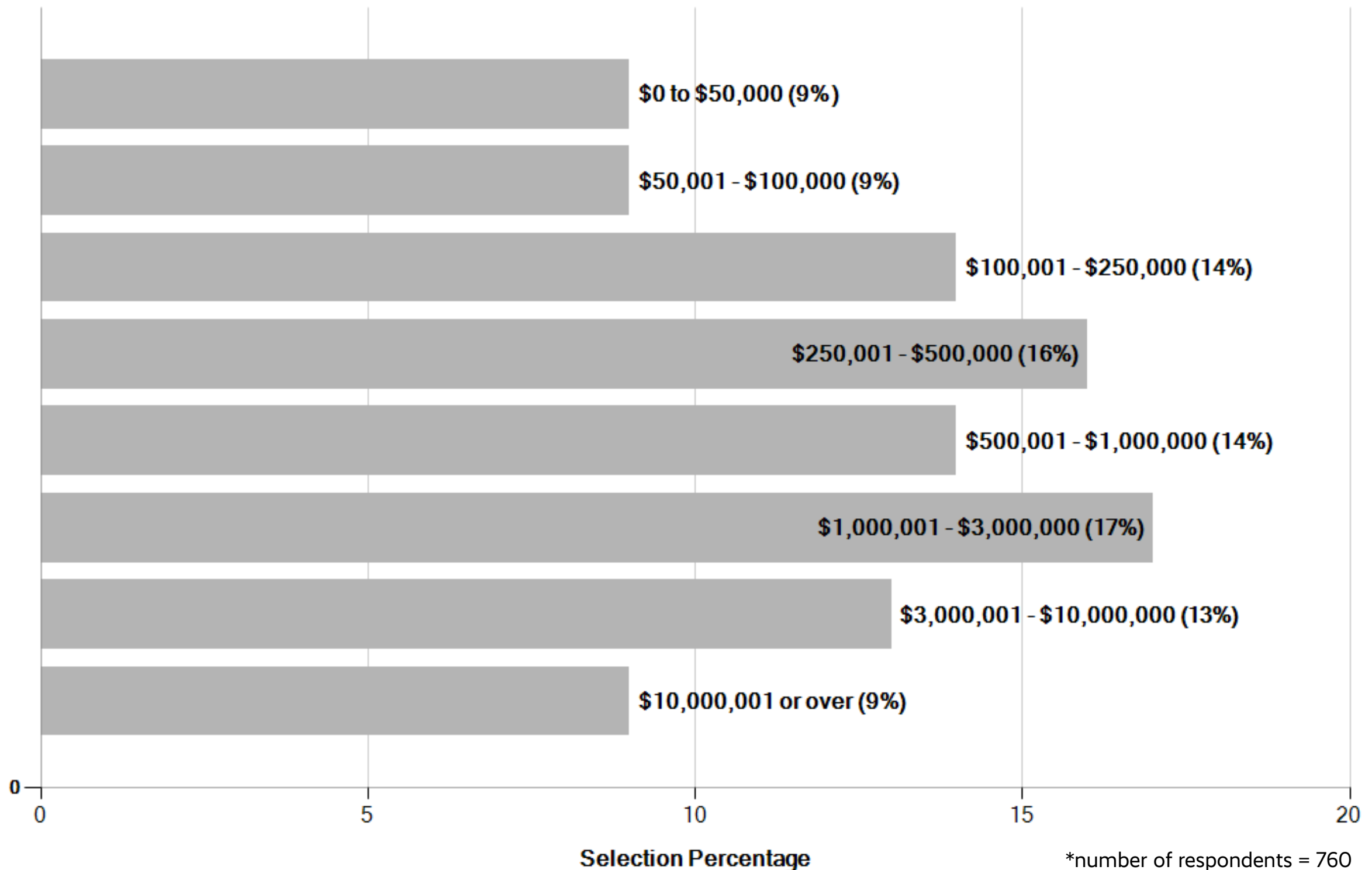


Institution Type

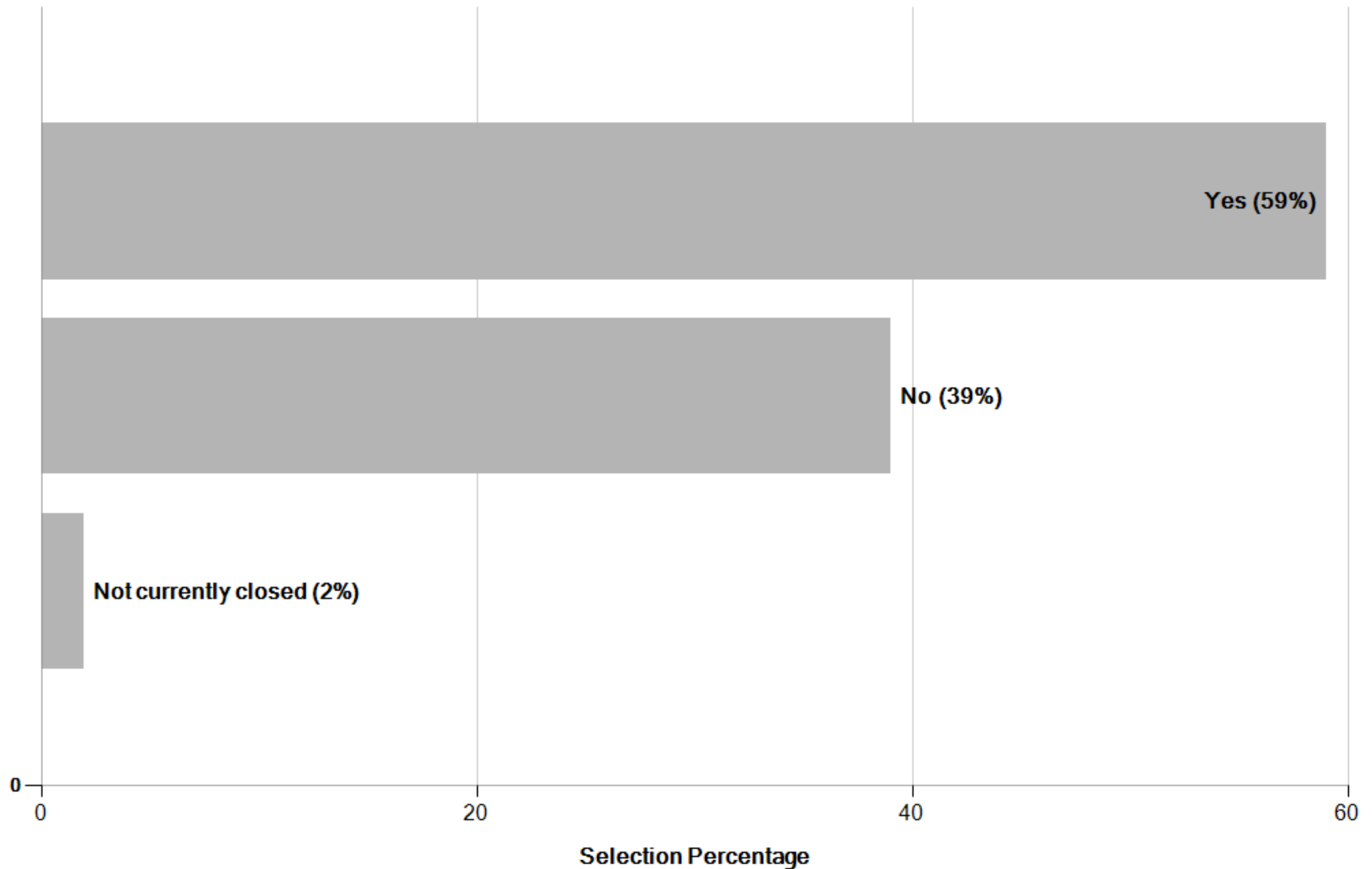


*number of respondents = 760

Operating Expenses

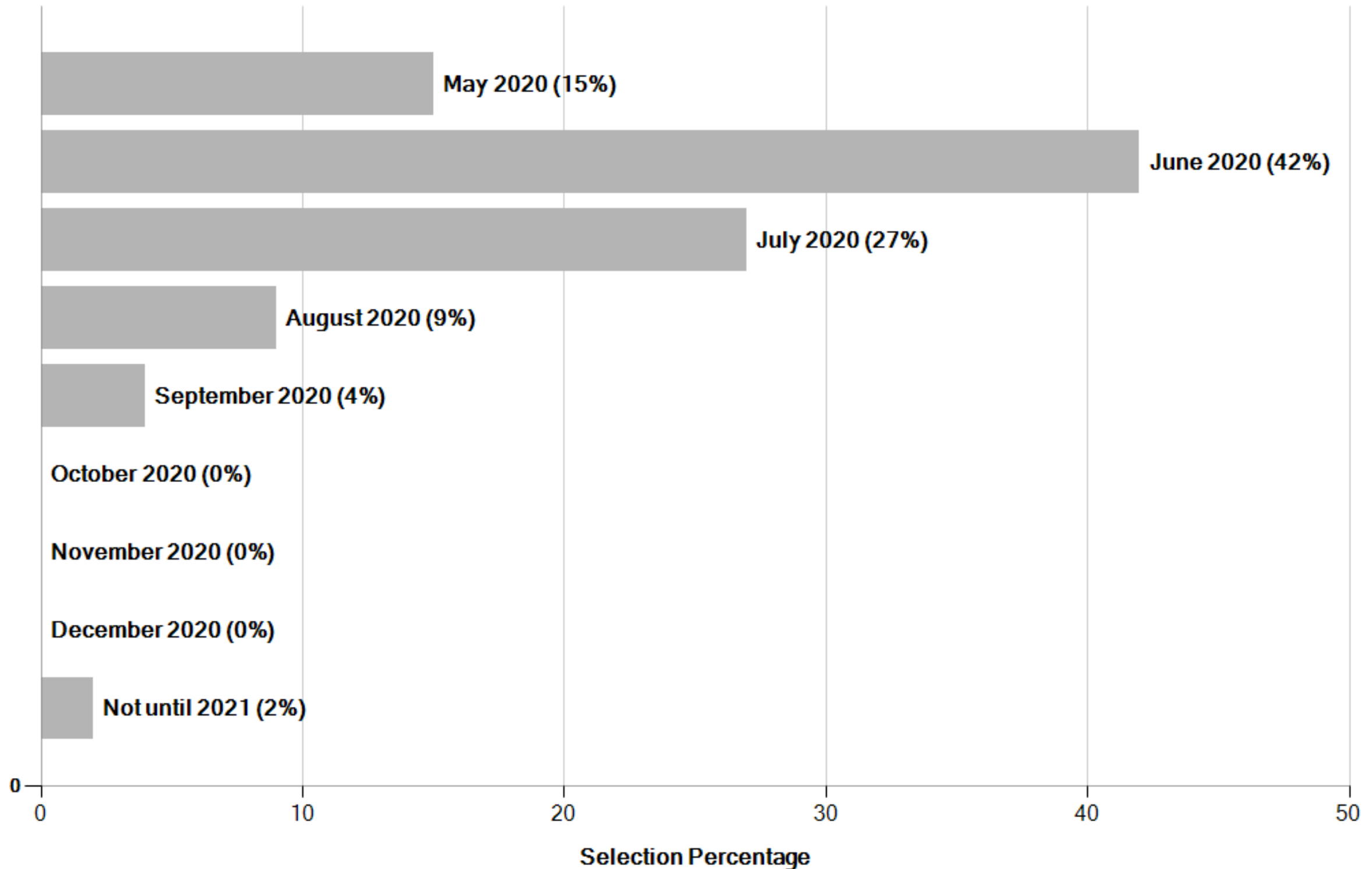


A Target Date Has Been Identified for Reopening



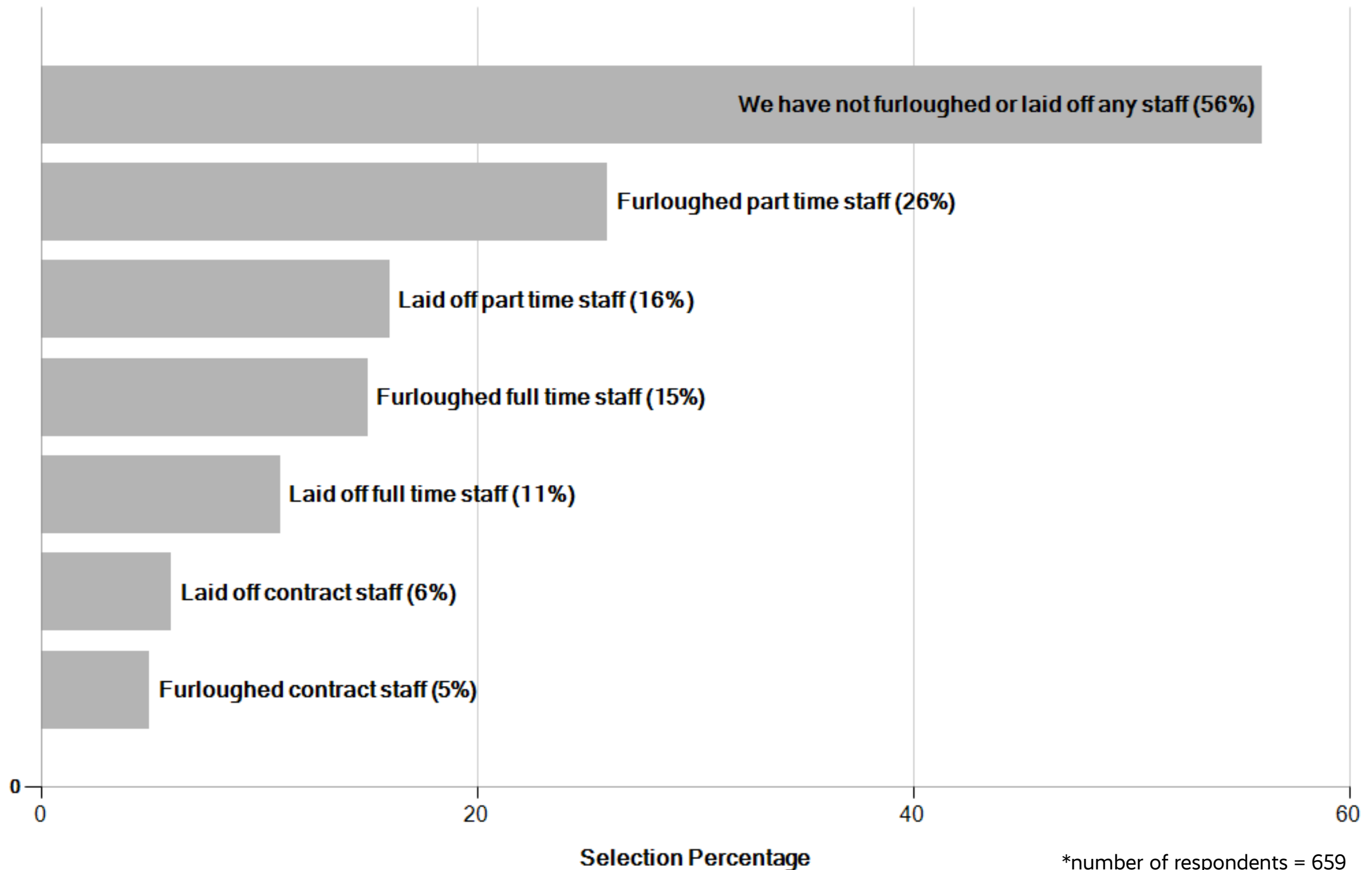
*number of respondents = 693

Date of Planned Reopening

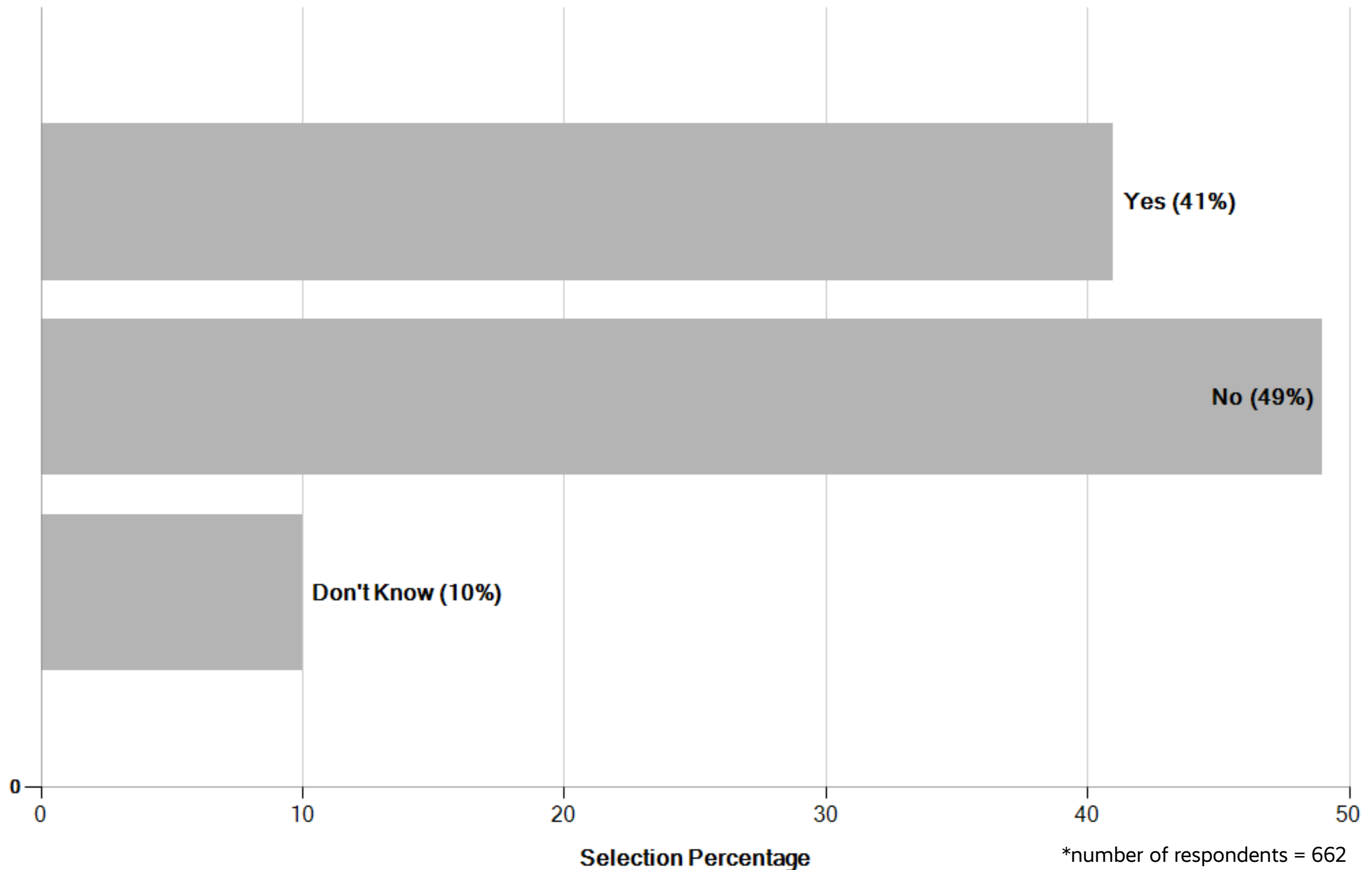


*number of respondents = 407

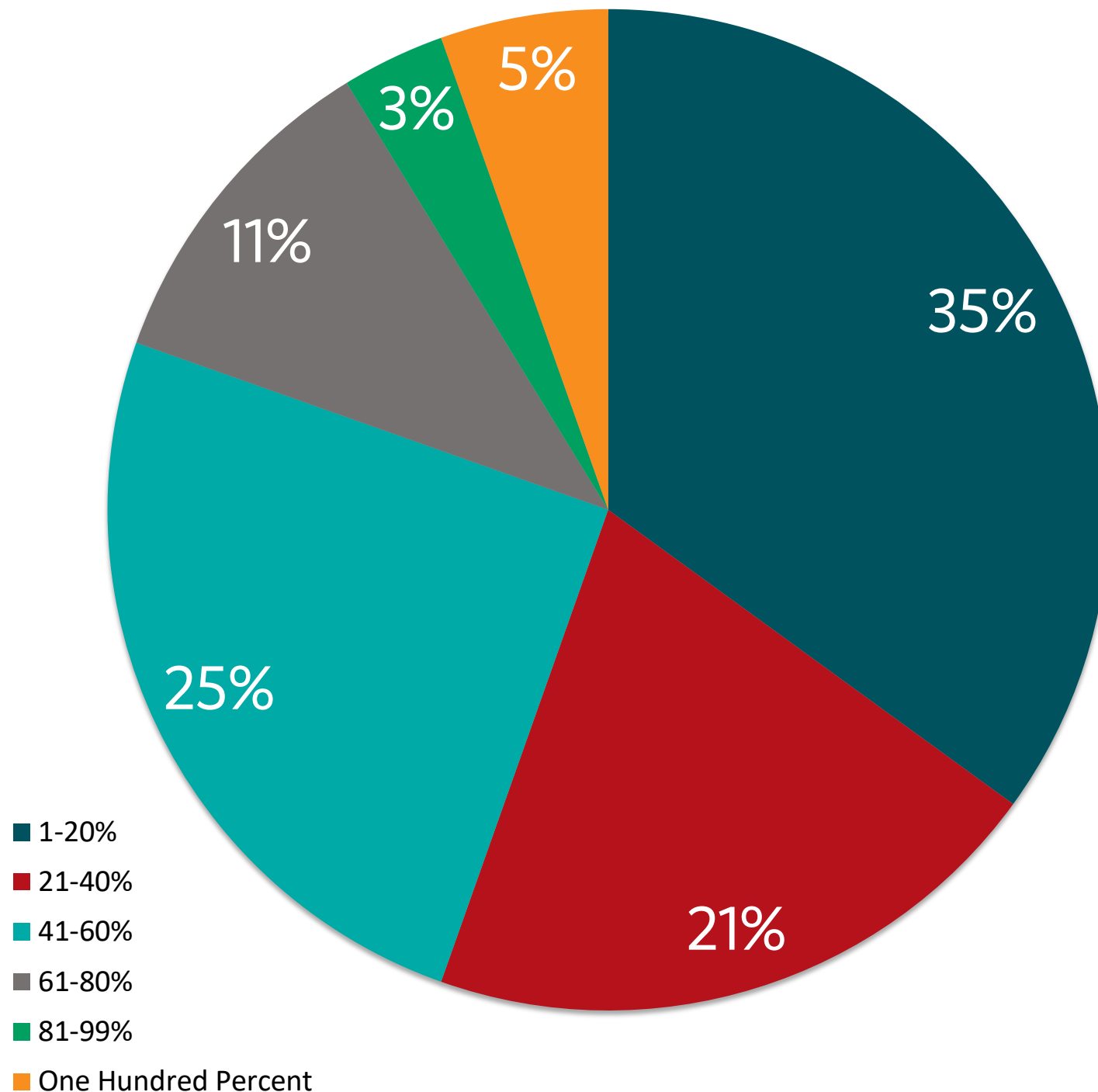
Layoff or Furlough Actions Taken



Did you reopen or foresee reopening with reduced staff?



What Percent of Staff are Currently Laid Off or Furloughed?



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

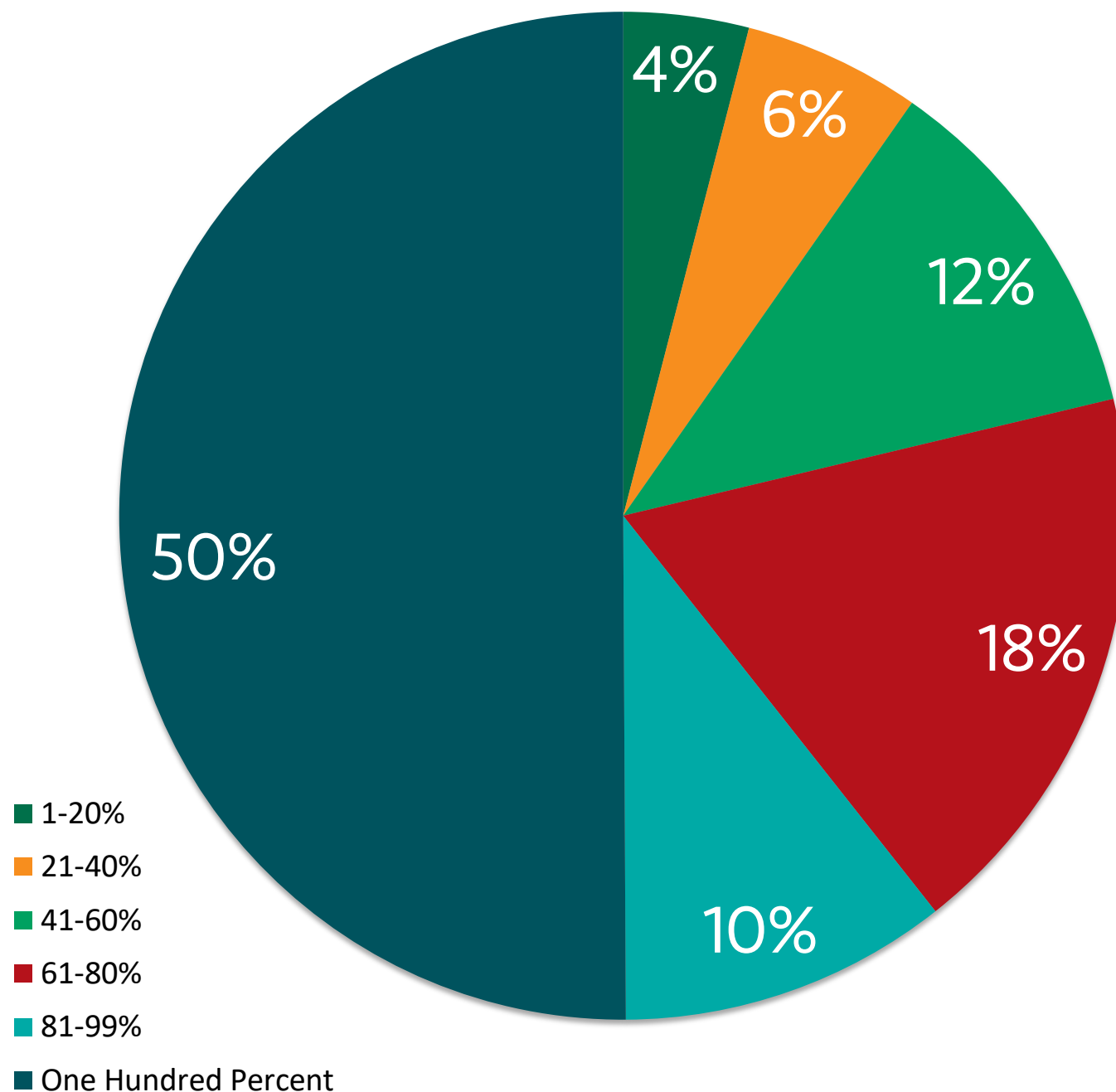
25% of respondents have laid off or furloughed **41-60%** of their staff

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**

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

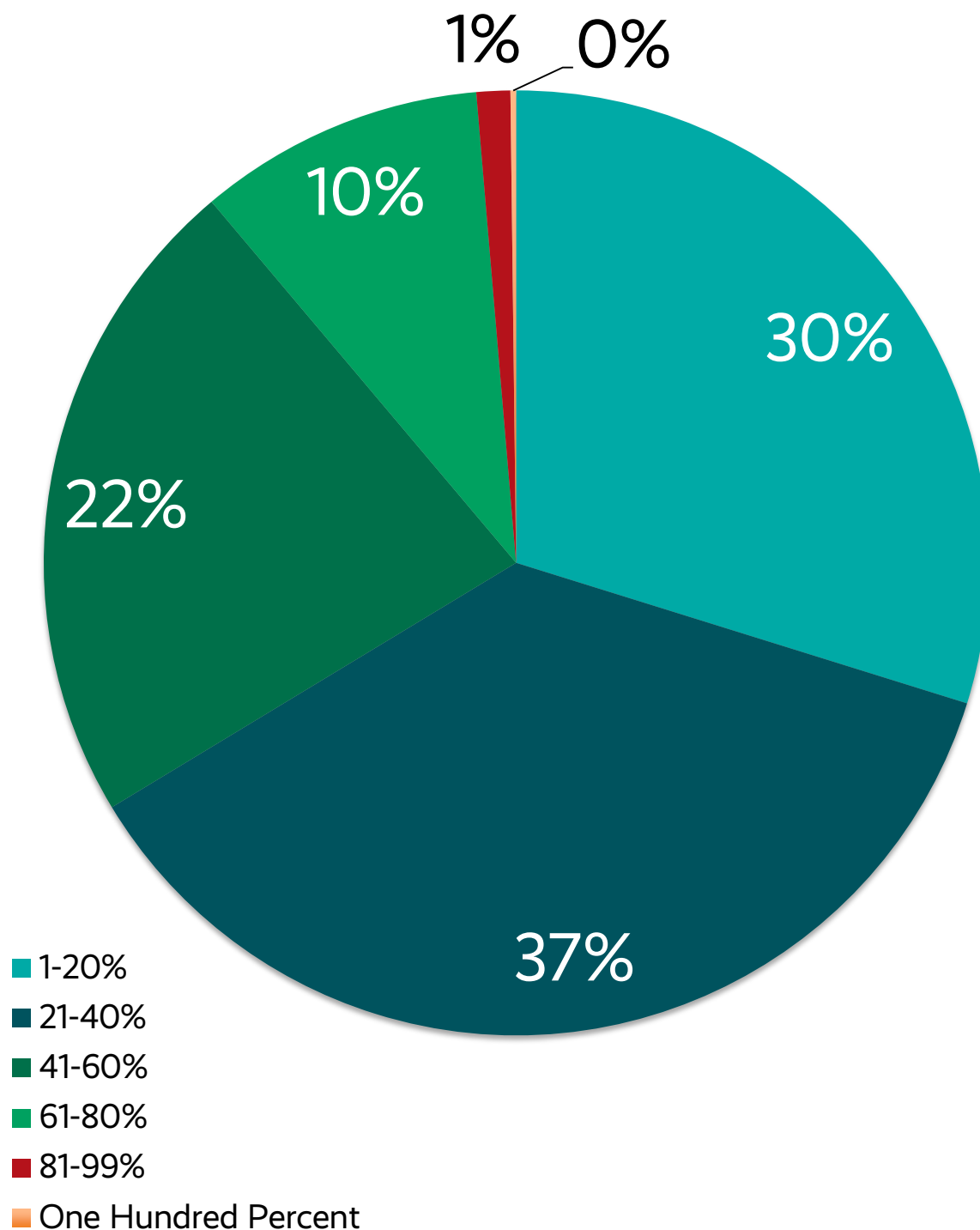
18% of respondents anticipate reopening with 61-80% of their workforce

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

Amount of Operating Income Expected to Lose in 2020



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

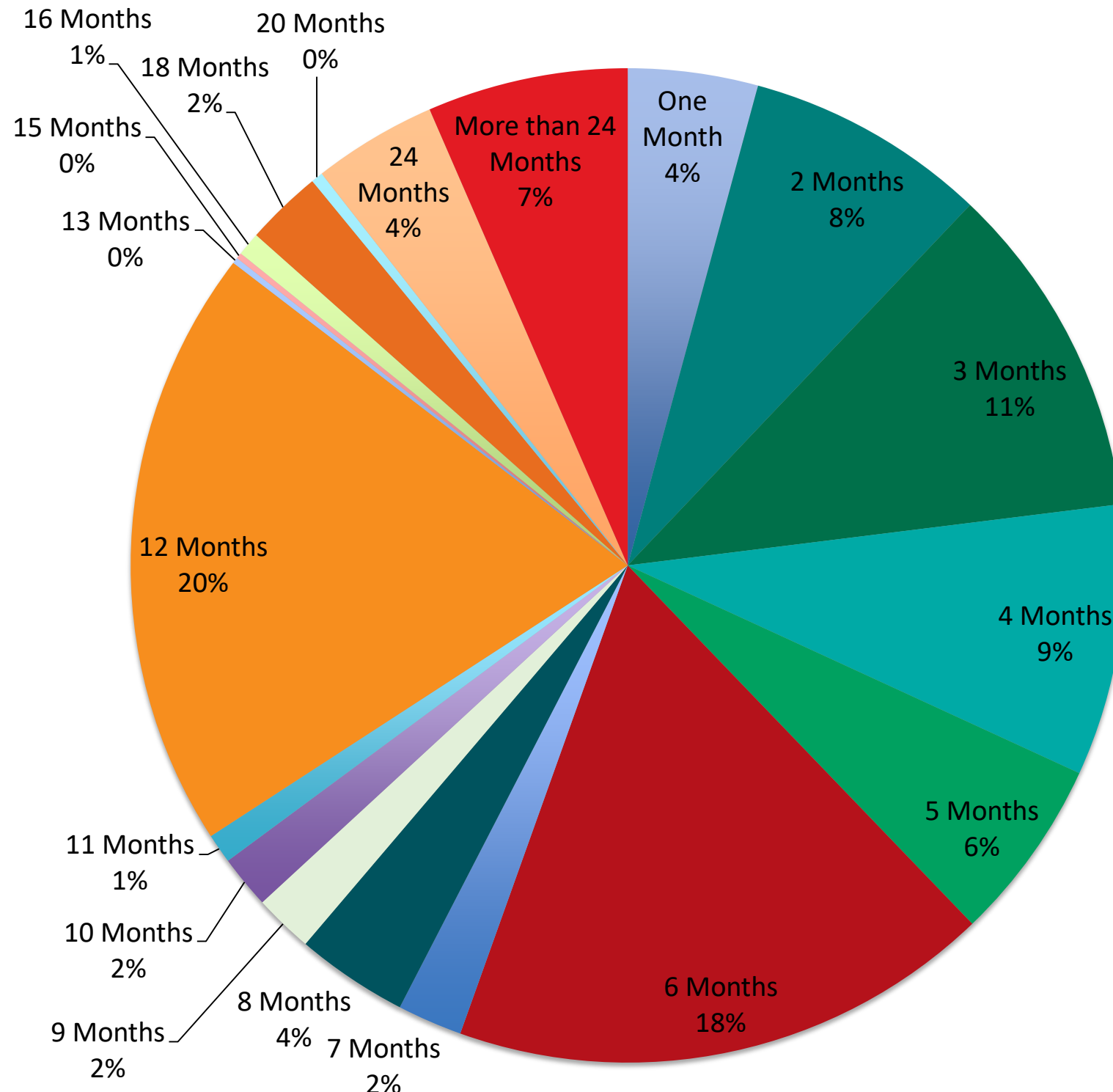
37% of respondents expect to lose 21-40% of their income in 2020

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

Months of Operating Reserve Remaining



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

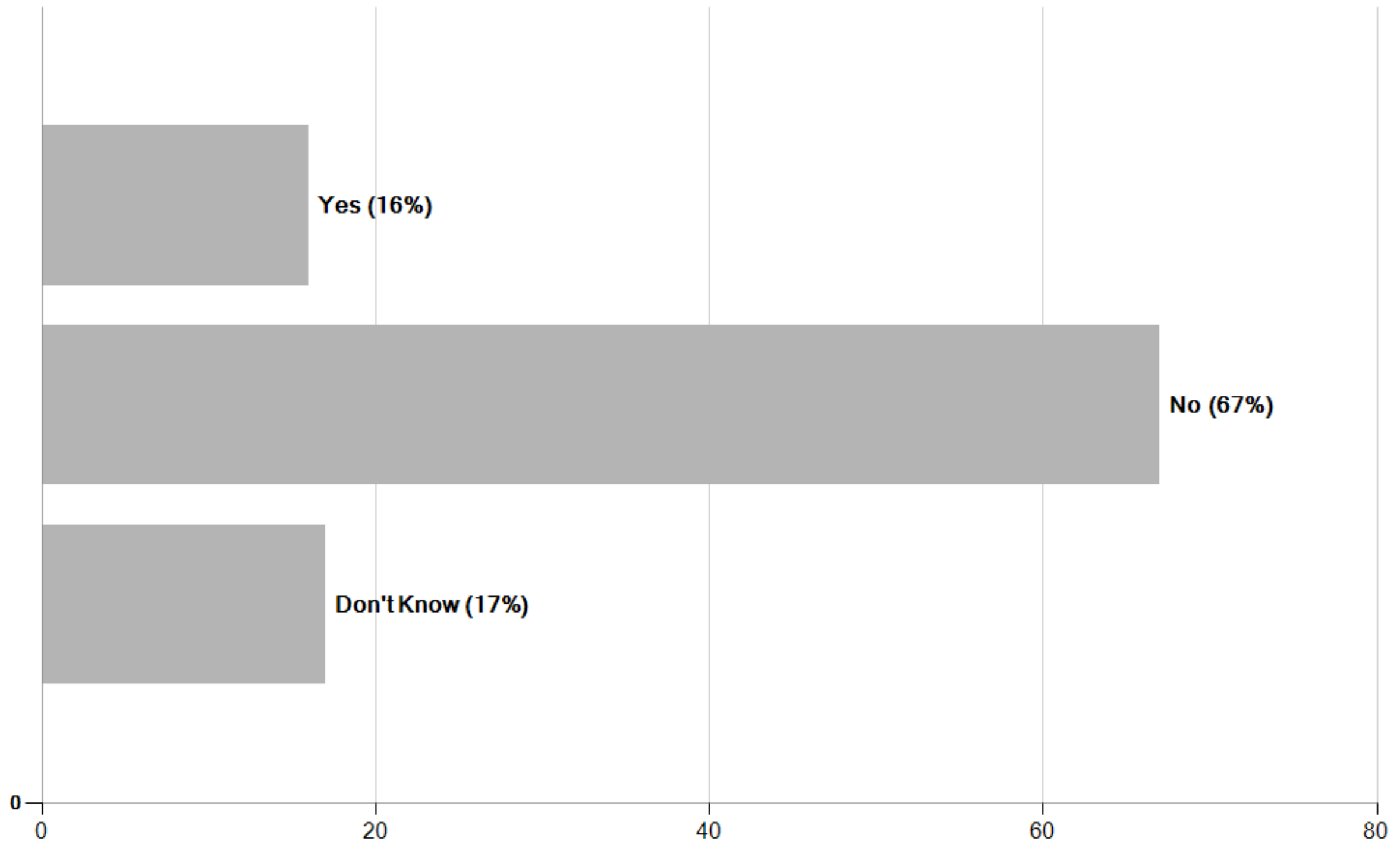
11% of respondents have 7-11 months of operating reserves remaining

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

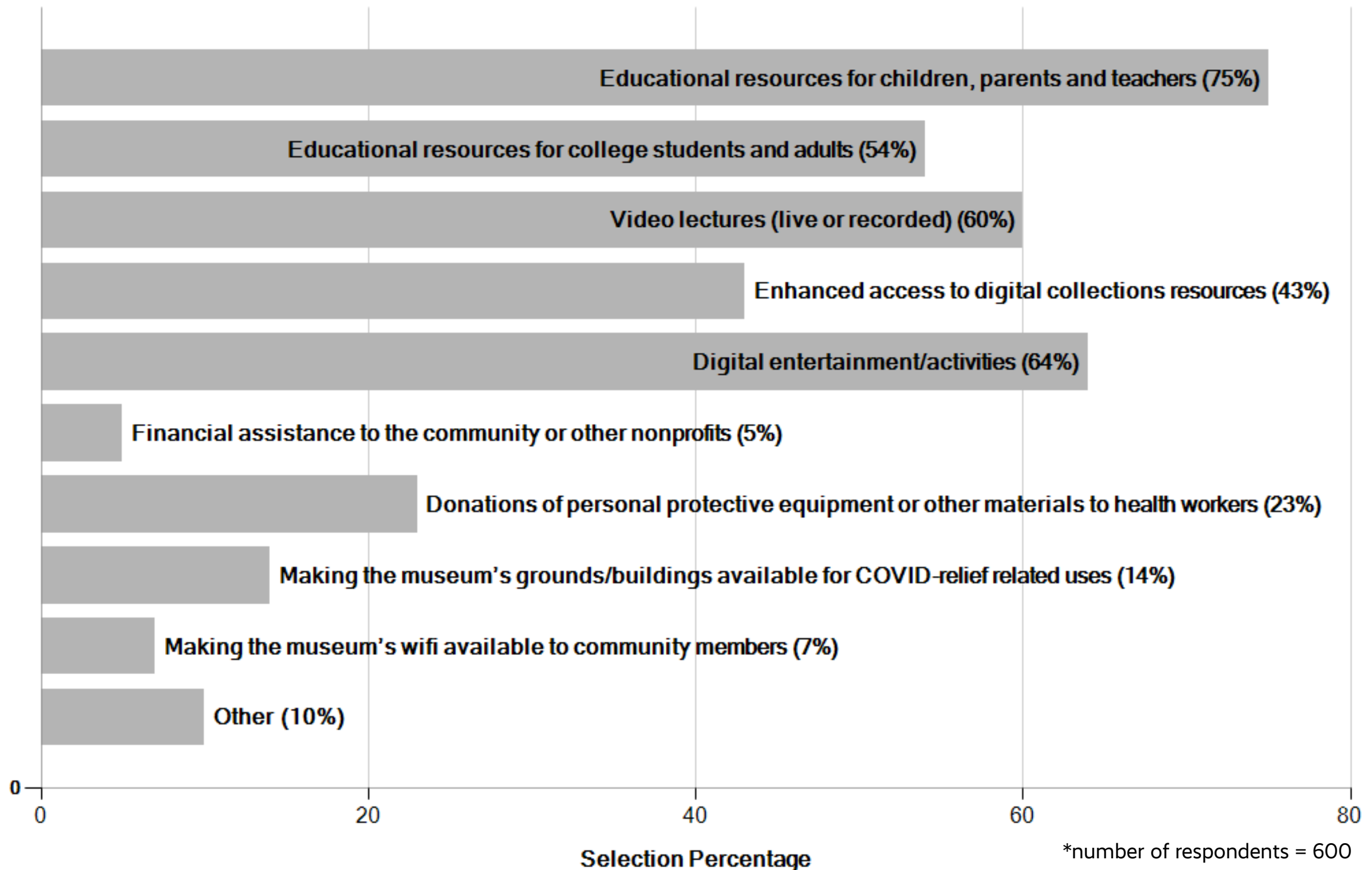
**Do you believe there is a significant risk of your museum closing permanently
in the next 16 months, absent additional financial relief?**



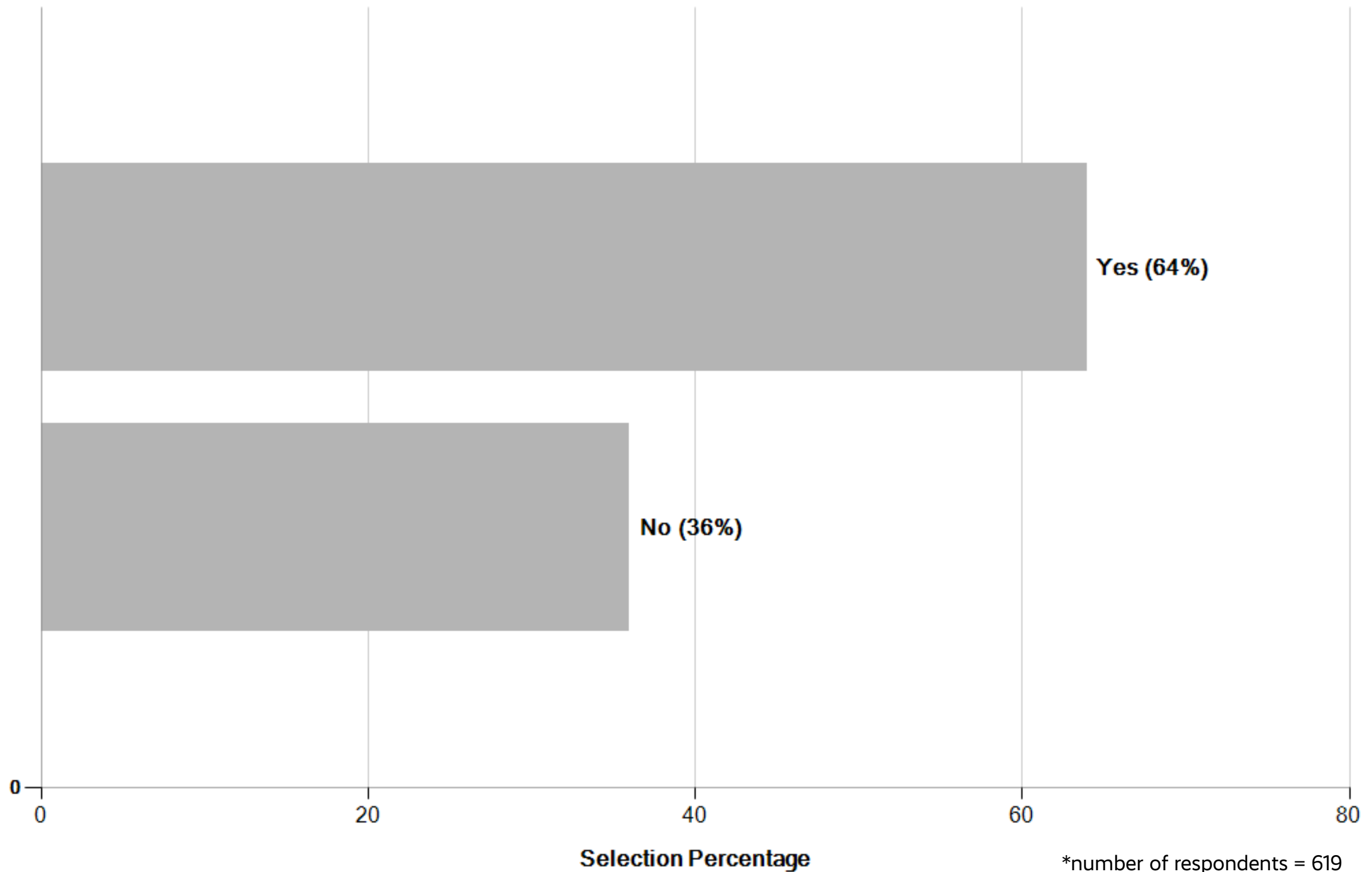
Selection Percentage

*number of respondents = 648

Services Provided During COVID Closure and/or Community Lockdown



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



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.

