# Documentation of statistics for
# Museums 2019

# 1 Introduction

The statistics have been compiled annually since 1984, but in 2016 they have undergone restructuring, which affects the number of the total number of guests in the museums. The state museums and the stat recognized museums continues unchanged.

# 2 Statistical presentation

The statistic is yearly and it shows the number of visitors inclusive children and young people under 18 years. Furthermore it gather information about yearly opening hours. The museums have different categories and the statistic delivers a time series on the number of visitors since 1984.

## 2.1 Data description

The statistics illustrate the museums' visitor numbers, annual opening hours and their development. Furthermore, information is collected on the museums' museum categories and museum type. Museum category describes what content the individual museums have, eg cultural history museums or art museums. The type of museum describes which state subsidies the individual museum receives, eg state, state-recognized, aid from another agency. The Agency for Culture and Palaces records all state and state-recognized museums, but not the other museum types. Up to and including 2015, Statistics Denmark has maintained a population of the other types of museums through advertisements on websites, professional books, etc. In order to create a more consistent and unambiguous population base, the other museum types from 2016 are defined as all units registered in the museum industry in Statistics Denmark's Business Statistics Register. The change affects the calculation of the activity at the non-state-supported museums and the museums that receive state aid from other government authorities than the Ministry of Culture, and thus also the total number of museum visits.

## 2.2 Classification system

The statistics on museums use the following classifications:

Visit to the exhibition: Denotes museum guests who visit the museum's exhibitions via free ticket or free of charge. The number of visits to the exhibition does not include museum staff or craftsmen. The number of visitors to the exhibition is calculated in the visitors to the exhibition and children / young people under the age of 18 with and without teaching content, respectively.

Visit to the visit site: Everyone who has stayed at the museum. It also includes visitors in the cafe, in the restaurant, in the museum shop or the like.

Museums: Is the administrative unit. A museum can manage several places of visit, especially the state and state-recognized museums. A museum that manages 12 places of visit will count as one museum.

Museum Departments: Is the number of visitor locations belonging to the administrative unit. If a museum does not manage multiple sites, it will appear once. If, on the other hand, a museum manages several visits, it will appear several times. It is especially state and state-recognized museums that have many places of visit.

Number of opening hours: The museum's total opening hours of one year.

Category: Whether the museum's permanent collection of museum objects is cultural-historical, art or natural history. If a museum does not have a permanent collection of museum objects, such as an art hall, it can be registered as a museum-like institution. Lastly, a museum category is awarded mixed, if the museum manages several visitor locations with different museum categories.

Type: The support that the museum receives, eg Government pursuant to the Museum Act, state-recognized according to the Museum Act, aid from other agencies and none.

## 2.3 Sector coverage

Culture sector

## 2.4 Statistical concepts and definitions

Other state aid: Museums that are not state-funded under the Danish Museum Act, but where other state institutions than the Ministry of Culture have chosen to support the museum.

Number of visitors: The number of visitors here refers exclusively to museum visitors who physically visit the museum. Virtual visits are not included. The number of visitors here refers exclusively to museum visitors who physically visit the museum. Virtual visits are not included. Museum staff and people visiting the cafe / restaurant and museum shop should not be counted on. The number of visitors is calculated in total visitors and children / adolescents under 18 years with and without teaching content.

Number of places to visit: Number of places to visit, the number of physical museums, which guests can visit. Here counts Museum Jutland as 20 museum departments.

Number of museums: Administrative units. For example consists Museum of Southern Jutland of 20 visits places ie museums you can physically visit. Number of museums denotes the number of museums, which constitute individual administrative units. Ie Museum Jutland counts as a museum.

Number of Opening Hours: The total opening hours in a year at the museum.

Non-state museums: Not covered by the Museum Act or any other Act. These can be museums that are created or owned by private persons, companies, foundations, associations or municipalities.

Museum of Cultural History: Musical objects that exhibit cultural-historical material or immaterial things that people have produced or attributed to meaning, such as the National Museum, The Old Town, The Kings Collection or Moesgaard.

Art museum: Exhibits art eg galleries, sculptures, etc., eg Louisiana, ARoS, Arken or Statens Museum for Kunst

Museum Category: Museum Category: Divides the museums in cultural history museums, art museums, natural history museums and museum similar institutions. The latter category is given to institutions, which not having a permanent collection of objects, for example, art centers.

Type of museum: Type of museum divides museums of different types of subsidization: State museums according to Museum Act, State subsidized museums according to Museum Act, Other state subsidized museums, Not subsidized

Museum of Natural History: Exhibitions dealing with, for example, research, experiments or historical documentation of animals, plants, geology, climate etc., eg the National Museum of Natural History, Naturama, Museum of Natural History Aarhus

State-subsidised: Museums to which the state grants operating grants

State-owned museums: Museums owned by the state

## 2.5 Statistical unit

The unit is museums and visit places.

### 2.6 Statistical population

The target group is museums in Denmark

### 2.7 Reference area

Denmark.

### 2.8 Time coverage

2016-

### 2.9 Base period

Not relevant for this statistics.

### 2.10 Unit of measure

- Number of visitors.
- Number of hours the museum is open.

### 2.11 Reference period

The statistics are compiled for the calendar year.

### 2.12 Frequency of dissemination

Yearly.

### 2.13 Legal acts and other agreements

This statistics are voluntary.

### 2.14 Cost and burden

The reporting burden is not measured on these statistics, since participation in the survey is voluntary.

The museums can voluntarily complete the information they have for the year. In addition, Statistics Denmark has facilitated the reporting burden of pre-filling the form with last year's reporting, eg pre-filled museum category and museum type. In addition, the figures for last year, so if there has been no change, eg the museum's opening hours, reporting can simply enter the same.

The journal for the form can be accessed here [https://www.dst.dk/en/Indberiet/oplysningssider/museer] in danish

### 2.15 Comment

Other information can be found on the statistics page [https://www.dst.dk/en/Statistik/emner/kultur-og-kirke/museer-og-kulturarv/museer] or by contacting Statistics Denmark. If you want to see the guide to the reporters, this can be accessed on the reporting page here [https://www.dst.dk/en/Indberet/oplysningssider/museer]. Last you can read more about the museum law, etc. on the Slots- og Kulturstyrelsen website. Furthermore, the list of state and state-recognized museums is also found here

## 3 Statistical processing

Annual electronic questionnaires answered by the individual museums. The statistics on museums is validated and corrected at the micro level i.e. the individual museums. If a museum has large fluctuations in the number of visitors contacted the museum for a clarification of the cause.

### 3.1 Source data

Information about which museums have received support can be found on the Slots- og Kulturstyrelsen website. This information forms the basis for the study population of the state-supported museums. The museums - and possibly. associated departments - can be found both via the CVR register and Statistics Denmark's own business register. Information from the individual museums / museum departments is reported via electronic questionnaire. Reporting to the statistics is voluntary. The reports include information on the individual museums and museum department's visitor numbers, opening hours and number of museums

### 3.2 Frequency of data collection

Yearly.

### 3.3 Data collection

Electronically questionnaire.

### 3.4 Data validation

Validation is done based on the reporting from previous years. As of 2018, the debugging process is standardized via a new debugging system. In the electronic questionnaires, troubleshooting has been advanced. That is, reporting is given a message in the form if there are large fluctuations in, eg the number of visitors or opening hours, etc. In case of large fluctuations, a visit site is contacted to obtain a clarification. In addition to debugging the individual visitor locations, data is validated based on the aggregated figures found in the statistics bank tables. Museums that have not reported will be imputed if they have reported last year or last year. In 2019 11 per cent. nonresponse and 60 percent of these could be imputed from 2017-2018.

### 3.5 Data compilation

In 2019, schedules were distributed to about 370 museums. The data collection started on February 1, 2019. Museums that find it difficult to provide their information are postponed, ie. possibility to report later. Data is processed and scanned at the individual visitor sites and by looking at the aggregated numbers. The statistics include museums that have informed activities. Museums that have not stated activity have the opportunity to write in the comment why they have not reported, eg if there is renovation, the exhibition is closed, merging with another museum etc. The museums that have not accessed the form (ie nonresponse) will be imputed if they have reported in 2017 or 2016. In 2018, 8 per cent. nonresponse and three out of four nonresponse could be imputed from the year 2016 or 2017. Museum departments / places of visit that belong to a state-funded museum according to the Museum Act, are allocated the same museum type as the administrative unit, eg state or state-recognized. If an administrative unit's visitor sites have different museum categories, the administrative unit and its visitor locations are assigned the "Mixed

### 3.6 Adjustment

No correction is made of data other than what has already been described during data validation and data processing.

## 4 Relevance

The overviews of the individual museums visitor numbers are much in demand.

The users are primarily the Ministry of Cultural Affairs, The Danish Agency for Culture, organizations engaged in activities within in the field of museums and the news media

### 4.1 User Needs

The users are primarily the Ministry of Cultural Affairs, The Danish Agency for Culture, organizations engaged in activities within in the field of museums and the news media.

### 4.2 User Satisfaction

The overviews of the individual museums visitor numbers are much in demand.

### 4.3 Data completeness rate

Not relevant for this statistics.

## 5 Accuracy and reliability

Reporting to the museum statistics is voluntary, so the statistics are not fully comprehensive. Several of the smaller museums do not have the resources to report to the statistics. There are also museums that are not state aid that have asked to be exempted from receiving a form.

In 2016, schedules were sent out to 430 museum departments. In 2017, forms have been sent out to approx. 400 museum departments. In 2018, forms have been sent out to approx. 380 museum departments. In 2019 forms have been sent to approx. 370. The reason for sending fewer forms is due, for example, to the fact that museums close, exempt from the survey or have wanted to receive one report despite having several places

### 5.1 Overall accuracy

Reporting is voluntary. Therefore, some museums do not choose to report. All state-supported and state-recognized museums participate in the survey and the precision is 100 per cent. The total activity at the Danish museums is supposed to be underestimated by approx. 5 pct. The response rate is in 2017 at 82 per cent, but all the state-recognized and state-owned museums have reported to the statistics. In 2018, the response rate overall is 86 per cent. All state and state-recognized museums have the answer. In 2019 the responserate is 90 per cent and all the state and state-recognized muesums have aswered to the statistic.

### 5.2 Sampling error

No sample uncertainty has been calculated for this statistic. The state-supported museums are the response rate 100 per cent. As these museums cover the vast majority of activity in the area, the sample uncertainty is assessed to be limited.

### 5.3 Non-sampling error

The number of annual opening hours can, of course, be difficult to calculate for some museums. In addition, some museums have changing museum categories and museum types, as it is not always the same person who reports to the statistics and there may be confusion over, for example, what the museum type is other state aid or not. But the questionnaires is prefilled with last years answers to prevent uncertainty.

The numbers covers 2019 and is not affected by COVID-19.

### 5.4 Quality management

Statistics Denmark follows the recommendations on organisation and management of quality given in the Code of Practice for European Statistics (CoP) and the implementation guidelines given in the Quality Assurance Framework of the European Statistical System (QAF). A Working Group on Quality and a central quality assurance function have been established to continuously carry through control of products and processes.

### 5.5 Quality assurance

Statistics Denmark follows the principles in the Code of Practice for European Statistics (CoP) and uses the Quality Assurance Framework of the European Statistical System (QAF) for the implementation of the principles. This involves continuous decentralized and central control of products and processes based on documentation following international standards. The central quality assurance function reports to the Working Group on Quality. Reports include suggestions for improvement that are assessed, decided and subsequently implemented.

### 5.6 Quality assessment

The report to museum statistics is voluntary. For the state and state-renowned museums the response rate is 100 per cent. The Agency for Culture and Palaces has registered all state museums and state recognized museums. Up to and including 2015, Statistics Denmark has maintained a population of other museum types through listings on websites, specialist books, etc. In order to create a more consistent base, the other museum types are defined as all units registered in the museum industry from the Statistics Denmark Business Statistics. The change affects the calculation of the activity of the non-state-supported museums and the museums that receive state aid from government agencies other than the Ministry of Culture. Thus, the total visitor numbers for the museums will also be affected by the change.

The state museums and state recognized museums have been included and delivered data to museum statistics both before and after the reorganization. They cover 78 per cent of the total number of visitors to museums in 2016. The method is further adjusted by the fact that for museums that did not report to the statistics in 2016, imputed values   are based on their reporting in 2015 if the museum has reported to the statistics this year.

### 5.7 Data revision - policy

Statistics Denmark revises published figures in accordance with the Revision Policy for Statistics Denmark. The common procedures and principles of the Revision Policy are for some statistics supplemented by a specific revision practice.

### 5.8 Data revision practice

Only final statistics is published.

## 6 Timeliness and punctuality

Statistical data are published approximately 4 months after the end of the reference period.

### 6.1 Timeliness and time lag - final results

Statistical data are published approximately 4 months after the end of the reference period.

### 6.2 Punctuality

The time of publication is usually very precise.

## 7 Comparability

It is possible to compare the survey for visitors to state museums and state recognized museums. For museums with other state aid and non-governmental support, comparison with data before 2016 should be taken with reservation as population formation changed in 2016. EGMUS The European Group on Museum Statstics publishes numbers of museums for most European countries. Many countries collect only information about state-sponsored museums.

### 7.1 Comparability - geographical

EGMUS The European Group on Museum Statistics have on their web site figures for the museums.

### 7.2 Comparability over time

Comparability concerning number of visitors is possible from 1984 onwards. On aggregated level the comparability should be subject to reservation due to the increase of the population.

### 7.3 Coherence - cross domain

The cultural heritage survey 2018 asks for the Danes' cultural consumption, including mice and cultural heritage. Since the museum statistics are a business report and the cultural habit survey is personal statistics, reservations must be made if you want to compare the figures. In the Cultural habit study, museums are more broadly defined eg exhibitions, eg galleries etc. also. In relation to the period, the cultural heritage study is a quarterly statistics while the museum statistics are an annual report. The cultural heritage survey measures cultural consumption over the past three months. With the proviso, the two statistics can advantageously complement each other, as the cultural habit study can, for example, shed light on the population's level of activity and link it with background variables, thus giving the opportunity to give a picture of who and what characterizes a consumer of museums. Lack of use of museums can also be described by means of the cultural habit survey.

### 7.4 Coherence - internal

Not relevant for this statistics.

## 8 Accessibility and clarity

The statistics are published as New from Statistics Denmark. The statistics under the topic [museums and cultural heritage](https://www.dst.dk/en/Statistik/emner/kultur- og-kyrke/museer-og-kulturarv/museer) are published in StatBank. In addition, the statistics are included in the Statistical Yearbook and the Statistical Yearbook. Read more on the subject's subject page museums and cultural heritage.

There can also be talk about museums in the Culture publication. The Danes' use of museums can be found in the Cultural Swan Survey's statistics bank tables and [New: Museum guests are major consumers of culture] (https://www.dst.dk / en / statistics / new / NytHtml? cid = 32488)

## 8.1 Release calendar

The publication date appears in the release calendar. The date is confirmed in the weeks before.

## 8.2 Release calendar access

The Release Calender can be accessed on our English website: Release Calender.

## 8.3 User access

Statistics are always published at 8:00 a.m. at the day announced in the release calendar. No one outside of Statistics Denmark can access the statistics before they are published.

## 8.4 News release

These statistics are published in *Nyt fra Danmarks Statistik* (News from Statistics Denmark), in StatBank and on the web-theme site.

## 8.5 Publications

Statistical 10-year-review and Culture publication.

## 8.6 On-line database

The statistics are published in the StatBank under the subject Museums in the following tables:

- MUS1: Activity by category of museum, type of museum, activity and time
- MUS3: Activity at Danish museums (departments) by region, category of museum, type of museum, activity and time

## 8.7 Micro-data access

There is no access to micro-data via the research scheme. However, the detailed visitor list for 2017 for state and state-recognized museums can be accessed here

## 8.8 Other

Overview of the individual museums annual visitor numbers from 2008 onwards (only in Danish).

List (2017) List (2016)

## 8.9 Confidentiality - policy

Data Confidentiality Policy for Statistics Denmark.

## 8.10 Confidentiality - data treatment

None.

### 8.11 Documentation on methodology

Quality declaration.

### 8.12 Quality documentation

Results from the quality evaluation of products and selected processes are available in detail for each statistics and in summary reports for the Working Group on Quality.

## 9 Contact

The administrative placement of these statistics are in the division of Business Dynamics. The persons responsible are:

- Monika Bille Nielsen, tel. + 45 39 17 35 95, e-mail: mbs@dst.dk

### 9.1 Contact organisation

Statistics Denmark

### 9.2 Contact organisation unit

Science, Technology and Culture, Business Statistics

### 9.3 Contact name

Monika Bille Nielsen

### 9.4 Contact person function

Responsible for the statistics

### 9.5 Contact mail address

Sejrøgade 11, 2100 Copenhagen

### 9.6 Contact email address

mbs@dst.dk

### 9.7 Contact phone number

+45 39 17 35 95

### 9.8 Contact fax number

+45 39 17 39 99