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International museum statistics

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A list of organizations represented on this committee can be obtained on request to its secretary.

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International museum statistics

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Contents

Page

Foreword ..... **v**

Introduction ..... **vi**

1 Scope **1**

2 Terms and definitions **1**
2.1 General 1
2.2 Types of museums 2
2.3 Governing authority of museums 4
2.4 Museum services and use 5
2.5 Collections and processes relating to collections 8
2.6 Access and facilities 13
2.7 Income and expenditure 13
2.8 Management 14
2.9 Museum staff 16

3 Structure and tasks of museums **16**
3.1 General 16
3.2 New technologies and digitizing 17
3.3 Renewed interest in the visitor 17
3.4 Intangible cultural heritage 17
3.5 Social impact of museums 18

4 Uses and benefits of museum statistics **18**
4.1 Background 18
4.1.1 General 18
4.1.2 Objectives 18
4.1.3 Quality 18
4.2 Selection of statistics for the museum 19
4.3 Use of statistics 19
4.3.1 General 19
4.3.2 External communication 19
4.4 Presenting statistics to stakeholders 19

5 Reporting statistical data **20**
5.1 General 20
5.2 Time period to which data refer 20
5.3 Data estimated by sample 20

6 Collecting statistical data **21**
6.1 General 21
6.2 Museums 21
6.2.1 Type of collection 21
6.2.2 Geographical coverage of the collections 21
6.2.3 Type of presentation (if applicable) 22
6.2.4 Governing authority 22
6.2.5 Ownership of the permanent collection 22
6.2.6 Counting sites of museums 23
6.3 Museum services and their use 23
6.3.1 General 23
6.3.2 Opening times 23
6.3.3 Entrance fees to permanent exhibitions 23
6.3.4 Visits 24
6.3.5 Temporary physical exhibitions 24
6.3.6 Virtual exhibitions 25
6.3.7 Events 25
6.3.8 Virtual events 25
6.3.9 Guided tours 25

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6.3.10 Programmes 26
6.3.11 Virtual programmes 26
6.3.12 Publications 26
6.3.13 Museum website 26
6.3.14 Online services 27
6.3.15 Collection information available online (at the end of the reporting period) 27
6.3.16 Services for mobile devices offered by the museum 27
6.3.17 Social network services 27
6.3.18 Loans 27
6.3.19 Special services 27
6.4 Collections 28
6.4.1 Total collection at the end of the reporting period 28
6.4.2 Accessions 28
6.4.3 Deaccessions/withdrawals 28
6.4.4 Mode of acquisition 28
6.4.5 Percentage of objects in the collection on display 28
6.4.6 Documentary coverage of the collection 28
6.5 Income and expenditure 29
6.5.1 Operating (ordinary) expenditure 29
6.5.2 Capital expenditure 30
6.5.3 Income and funding 30
6.6 Space 30
6.6.1 Gross floor area 30
6.6.2 Net usable area for museum functions 30
6.6.3 Net usable area by function 31
6.6.4 Barrier-free access 31
6.7 Management 31
6.7.1 Preservation/conservation 31
6.7.2 Digitization 31
6.8 Museum staff (at the end of the reporting period) 32
6.8.1 Paid staff 32
6.8.2 Volunteers 32
6.8.3 Internships and trainees 32
6.8.4 Staff training 32

Annex A (informative) **Subdivision of collection counts** **33**

Bibliography **37**

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Full document details: BS ISO 18461:2016

Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

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For an explanation on the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the WTO principles in the Technical Barriers to Trade (TBT) see the following URL: Foreword - Supplementary information.

The committee responsible for this document is ISO/TC 46, *Information and documentation,* Subcommittee SC 8, *Quality — Statistics and performance evaluation*.

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Introduction

This International Standard provides guidance to the museum community on the collection and reporting of statistics

— for the purpose of strategic planning and internal management of museums,

— for reporting to stakeholders such as funding institutions, politicians, or the public,

— to promote the museums' role and value for learning and research, education and culture, social and economic life, and

— for comparing and aggregating results at a regional, national or international level.

Clause 2 and Clause 6 form the core of this International Standard. Clause 2 provides definitions for most of the elements which constitute a museum or museum service; these are for statistical purposes only. Clause 6 recommends how each of these elements should be counted. Users will need to consult both clauses for the complete information.

In order to show the setting in which the defined museum services appear, Clause 3 describes the current structure and tasks of museums. Annex A gives a structure for differentiated collection counts.

Describing and publicizing museum activities consistently can only be realized if data collection in museums follows the lines of this International Standard. As far as possible, museums should collect all data named in this International Standard that concern their activities.

This International Standard will be maintained by a Working Group that will monitor developments and incorporate additional statistical measures as needed.

This International Standard has been developed in close cooperation with International Council on Museums (ICOM) and takes advantage of, particularly, the work of European Group on Museum Statistics (EGMUS) and of the Institute of Museum and Library Services (US).

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International museum statistics

1 Scope

This International Standard specifies rules for the museum community on the collection and reporting of statistics. It provides definitions and counting procedures for all types of resources and services that museums offer to their users.

It is recognized that not all measures specified in this International Standard can be collected by museums of different type and size. The aim is to ensure that, where a particular statistic is collected, the same definitions and methods are used.

This International Standard is not intended to exclude the use of methods not specified in it. There are many different types of museums, with different tasks and audiences, having a range of unique characteristics (structure, funding, governance, etc.), and affected by a number of situational factors. Since there is such a wide variation around the world, it is important to understand that not all methods described in this International Standard may be required by or useful to all museums.

2 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

2.1 General

2.1.1
archival records
record (2.8.11) of the same provenance accumulated by an organization or person in the course of the conduct of affairs, and preserved because of their enduring value

2.1.2
archives
organization or part of an organization responsible for selection, *acquisition* (2.5.2), *preservation* (2.8.9) and availability of one or more sets of archival documents

[SOURCE: ISO 5127:—, 4.2.3.01 — modified]

2.1.3
cultural heritage
legacy of physical objects and intangible attributes of a group or a society that are inherited from past generations, maintained and protected in the present and preserved for future generations

2.1.4
library
organization, or part of an organization, the main aim of which is to facilitate the use of such information resources, services and facilities as are required to meet the informational, research, educational, cultural or recreational needs of its users

Note 1 to entry: The supply of the required information resources can be accomplished by building and maintaining a *collection* (2.5.9) and/or by organizing access to information resources.

Note 2 to entry: These are the basic requirements for a library and do not exclude any additional resources and services incidental to its main purpose.

[SOURCE: ISO 2789:2013, 2.1.6]

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2.1.5
museum
non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment

Note 1 to entry: Natural, archaeological and ethnographic monuments and sites and historical monuments and sites of a museum nature are included, if they maintain a *collection* (2.5.9) similar to museums.

Note 2 to entry: *Zoos* (2.2.17), *aquaria* (2.2.1), *arboreta* (2.2.2) and *botanic gardens* (2.2.5) are included, but should be reported separately.

Note 3 to entry: Collections in institutions of higher education that serve only the purposes of teaching and study are excluded.

Note 4 to entry: Conservation institutes and exhibition galleries in libraries and archives centres are included if they conform to the definition of museum.

Note 5 to entry: To conform to the definition it is not necessary that an institution be called a museum, but that it has the role and function of a museum.

[SOURCE: ICOM, Museum definition, 2007]

2.1.6
museum site
location of a *museum* (2.1.5)

Note 1 to entry: Only sites operated by the museum itself are included.

2.2 Types of museums

2.2.1
aquarium
establishment that maintains a *collection* (2.5.9) of live aquatic animals and plants for display to the public, study, and conservation

2.2.2
arboretum
botanic garden (2.2.5) devoted to trees

2.2.3
archaeology museum
museum (2.1.5) owing all or a part of its *collections* (2.5.9) to excavations

[SOURCE: UNESCO classification]

2.2.4
art museum
museum (2.1.5) concerned with works of visual art

Note 1 to entry: Includes museums of sculpture, picture galleries, museums of photography and cinema, and museums of architecture.

Note 2 to entry: Commercial art galleries are excluded.

2.2.5
botanic garden
establishment where plants are grown for scientific study and display to the public

Note 1 to entry: *Arboreta* (2.2.2), *herbaria* (2.2.9), etc. are included.

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2.2.6
ecomuseum
museum (2.1.5) which is managed by local communities and aims to showcase and protect important elements of an area's cultural and natural heritage

2.2.7
ethnography and anthropology museum
museum (2.1.5) concerned with subjects relating to culture, social structure, beliefs, customs, traditional arts, etc.

Note 1 to entry: Adapted from the UNESCO classification.

2.2.8
general museum
museum (2.1.5) which has mixed *collections* (2.5.9) and cannot be identified by a predominant field

Note 1 to entry: "Universal museums" are considered "general museums".

Note 2 to entry: Adapted from the UNESCO classification.

2.2.9
herbarium
establishment that maintains a *collection* (2.5.9) of dried plants for display to the public, study and conservation

2.2.10
history museum
museum (2.1.5) concerned with the history of a defined geographic area or a cultural group of people over a limited period or over the centuries

Note 1 to entry: Includes museums with *collections* (2.5.9) of historical objects, commemorative museums, military museums, museums on historical persons, etc.

Note 2 to entry: Adapted from the UNESCO classification.

2.2.11
living history museum
museum (2.1.5) which recreates historical settings to simulate past time periods

2.2.12
natural history museum
museum (2.1.5) concerned with subjects relating to one or several disciplines such as biology, geology, botany, zoology, palaeontology and ecology

Note 1 to entry: Adapted from the UNESCO classification.

2.2.13
open-air museum
museum (2.1.5) that exhibits buildings and objects out-of-doors, often in archaeological sites, past industrial or mining heritage sites and settings of recreated landscapes of the past, and which includes the site around the buildings

2.2.14
science and technology museum
museum (2.1.5) concerned with exact sciences or technologies such as astronomy, mathematics, physics, chemistry, medical science, computing, engineering, and applied sciences

Note 1 to entry: Planetaria and science centres are included.

Note 2 to entry: Adapted from the UNESCO classification.

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2.2.15
specialized museum
museum (2.1.5) concerned with all aspects of a single subject

Note 1 to entry: Examples for single subjects are “cats” or “Jonathan Swift”.

Note 2 to entry: Adapted from the UNESCO classification.

2.2.16
virtual museum
online-only *museum* (2.1.5) without physical building or physical *collection* (2.5.9)

Note 1 to entry: Physical museums with online presence are excluded.

Note 2 to entry: Virtual museums can also be denoted as online museum, hypermuseum, digital museum, cybermuseum or web museum.

2.2.17
zoo
establishment that maintains a *collection* (2.5.9) of live animals, typically in a park or in gardens, for display to the public, study, and conservation

2.3 Governing authority of museums

2.3.1
governing authority
body with legal and fiduciary responsibility for the *museum* (2.1.5) and for approving museum policy

Note 1 to entry: The governing authority can be represented by a Board of Trustees.

2.3.2
locally/regionally governed museum
museum (2.1.5) governed by local or regional authorities (province, county, city, town, etc.).

2.3.3
other public-governed museums
museum (2.1.5) governed by other public authorities

Note 1 to entry: Foundations or associations registered under private law but governed by the state are included.

Note 2 to entry: Museums governed by state universities are included.

2.3.4
private-governed museum
museum (2.1.5) governed by private entities (such as non-profit organisations registered under private law), families or individuals

Note 1 to entry: Foundations or associations registered under private law but governed by the state are excluded.

2.3.5
public/private partnership museum
museum (2.1.5) governed jointly, in partnership of a public and a private institution

Note 1 to entry: Museums governed by private universities are included.

Note 2 to entry: Museums governed jointly by governmental and local/regional authorities are included.

2.3.6
state-governed museum
museum (2.1.5) governed by governmental authorities above local or regional level

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2.4 Museum services and use

2.4.1
audio guide
hand-held device providing recorded audio information for visitors touring a *museum* (2.1.5), gallery, or other place of interest

2.4.2
deposit
DEPRECATED: permanent loan
transfer of objects to an institution without change of ownership or legal title, or the objects acquired by such a transfer

[SOURCE: ISO 5127:—, 4.6.2.2.09 — modified]

2.4.3
download
successful request of a content unit from a museum-provided online service or other Internet service

[SOURCE: ISO 2789:2013, 2.2.6 — modified]

2.4.4
electronic interactive service
museum (2.1.5) service with social software that facilitates a bidirectional exchange of information among users or between users and the museum

Note 1 to entry: Examples are blogs and wikis.

[SOURCE: ISO 2789:2013, 2.2.15 — modified]

2.4.5
event
pre-arranged singular activity having an intent within the mission of the *museum* (2.1.5)

Note 1 to entry: The activity would usually be of a cultural, educational, social political or scholarly nature, and would take the form of lectures, film screening, theatre performances, round table discussions, etc.

Note 2 to entry: Events can be organized inside or outside the museum premises.

Note 3 to entry: Events inside the museum premises organized by institutions outside the museum without the museum's participation should be counted separately.

Note 4 to entry: Guided tours, programmes, *exhibitions* (2.4.6) and *virtual events* (2.4.21) are excluded.

2.4.6
exhibition
curated display of *museum* (2.1.5) objects or other items of *cultural heritage* (2.1.3) on a clear concept and communicating a message

Note 1 to entry: Exhibitions can take place inside or outside the museum premises.

Note 2 to entry: Exhibitions can be temporary or permanent.

Note 3 to entry: *Virtual exhibitions* (2.4.22) are excluded.

Note 4 to entry: Exhibitions inside the museum premises organized by institutions outside the museum without the museum's participation should be counted separately.

[SOURCE: ISO 2789:2013, 2.2.10 — modified]

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2.4.7
loan
lending of an object in the *museum's* (2.1.5) *collection* (2.5.9) to, or borrowing an object from, other collecting organisations, private collectors, or agencies

Note 1 to entry: *Deposits (permanent loans)* (2.4.2) are counted separately.

2.4.8
mobile device
portable computing device, typically having a display screen with touch, pen and/or keyboard input and Internet connection

[SOURCE: ISO 2789:2013, 2.2.20 — modified]

2.4.9
museum website
unique domain on the Internet consisting of a *collection* (2.5.9) of web pages that is published by a *museum* (2.1.5) to provide access to the museum's services and resources

Note 1 to entry: The pages of a website are usually interconnected by the use of hypertext links.

Note 2 to entry: Excludes documents that fit the definitions of "digitised collection" and "free Internet resources" that are linked from the museum website.

[SOURCE: ISO 2789:2013, 2.2.18 — modified]

2.4.10
online access
successful request of a museum-provided online service

Note 1 to entry: An online access is one cycle of user activities that typically starts when a user connects to a museum-provided online service and ends by a terminating activity that is either explicit (by leaving the database through log-out or exit) or implicit (timeout due to user inactivity).

Note 2 to entry: Online accesses to the *museum website* (2.4.9) are counted as *virtual visits* (2.4.23).

Note 3 to entry: If possible, requests by robots/web crawlers should be excluded.

[SOURCE: ISO 2789:2013, 2.2.1 — modified]

2.4.11
online catalogue
database of records and images describing objects of one or more *museums* (2.1.5) presented for public access

2.4.12
online image library
image *collection* (2.5.9) with an interface for *downloading* (2.4.3) and/or purchasing images

2.4.13
permanent exhibition
long-term exhibition
exhibition (2.4.6) showing, over a long period of time, objects which are in long-term custody of the *museum* (2.1.5)

2.4.14
physical visit
act of entering into one or all of the parts of the *museum* (2.1.5) premises

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2.4.15
programme
pre-arranged ongoing and repeatable activity having an intent within the mission of the *museum* (2.1.5)

Note 1 to entry: The activity would usually be of a cultural, educational, social political or scholarly nature, and would take the form of workshops, travel programmes, courses for school classes, etc.

Note 2 to entry: Programmes can be organized inside or outside the museum premises.

Note 3 to entry: Programmes inside the museum premises organized by institutions outside the museum without the museum's participation should be counted separately.

Note 4 to entry: *Events* (2.4.5), guided tours, *exhibitions* (2.4.6) and *virtual events* (2.4.21) are excluded, but are counted separately.

Note 5 to entry: Virtual programmes are included, but should be counted separately.

2.4.16
social network service
electronic service designed to allow users to establish a personal or organizational profile and contact other individuals for the purpose of communicating, collaborating, and/or sharing content with them

Note 1 to entry: Users can be individual persons or institutions such as *museums* (2.1.5).

Note 2 to entry: Most services allow members to restrict the visibility of their profile information to registered service members only, people on an established list of contacts, or particular groups of service users.

[SOURCE: ISO 2789:2013, 2.2.33 — modified]

2.4.17
target population
groups of actual and potential users appropriate to a *museum* (2.1.5) as the object of a specific service or as the primary users of specific materials

Note 1 to entry: Such target groups can e.g. be children, schools, researchers, or educators.

[SOURCE: ISO 11620:2014, 3.49 — modified]

2.4.18
temporary exhibition
short-term exhibition
exhibition (2.4.6) shown during a limited period of time

Note 1 to entry: A temporary exhibition is counted only once, in the year it is started.

2.4.19
travelling exhibition
exhibition (2.4.6) that is shown consecutively in several locations

2.4.20
user
recipient of *museum* (2.1.5) services

Note 1 to entry: The recipient can be a person or an institution, including *museums* (2.1.5).

Note 2 to entry: Museum services include electronic services, physical services and visiting the museum premises.

[SOURCE: ISO 2789:2013, 2.2.36 — modified]

2.4.21
virtual event
event (2.4.5) in electronic format, specially designed for use via the Internet

[SOURCE: ISO 2789:2013, 2.2.38 — modified]

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