

Museums in the Nordic region - Summary

Key figures and existing comparative statistics for museums in the member countries of the Nordic Council of Ministers in 2016 and the prevailing trends over time are presented in the report *Museer i Norden* (Museums in the Nordic Region).

Museums:

- The largest number of museums is found in Sweden, while the smallest number is found in the Faroe Islands and Åland.
- The number of museums declined in Denmark, Greenland, Finland and Norway, remained the same in Åland, and increased in the Faroe Islands, Iceland and Sweden during the period 2005 to 2016.
- The available data on breakdown of the museums by different categories, such as organisational form, ownership form, and operator differs between the Nordic countries and cannot be compared between them.
- The most common focus area of museum collections in the Nordic region is history followed by art.

Museum visits:

- Sweden has the largest number of museum visits per year, 28 millions in 2016.
- Based on figures from 2016, Iceland has the largest number of museum visits per inhabitant, averaging 7.9 visits per inhabitant. This reflects Iceland's relatively large proportion of foreign visitors, which has increased during the last years.
- The number of museum visits per year increased slightly throughout the Nordic region during the period 2005 to 2016.
- The proportion of children visiting museums is around 20 to 25 percent in the countries that measure and report this.
- The proportion of foreign visitors differs between the Nordic countries. In the Faroe Islands and Iceland, about half of the visitors are foreign, while in Finland, the majority (90 percent) are domestic visitors.
- The capital city regions of Stockholm, Oslo, Copenhagen, Helsinki and Reykjavik are the municipalities with the largest number of museums and museum visits in the Nordic region, with Stockholm topping the list in terms of both number of museums and number of visits.

Finances and staff:

- Comparable data about museum income and expenses is only available for Finland, Norway and Sweden.
- Generally speaking, both income and expenses increased during the period 2011 to 2016. Expenses are higher than income for Finland and Sweden, while the opposite is true for Norway.
- During the same time period, the number of paid full-time equivalents at museums decrease in Finland, but increased in Iceland, Norway and Sweden.

Equality and diversity:

- In all of the Nordic countries, the majority of employees at state-funded museums were women.
- In Finland and Iceland, there is a predominance of women in the museum industry, making up over 60% of employees.
- The proportion of employees with foreign background at the state-funded museums in the Nordic region is lower, 4 to 13 percent, compared to the proportion of foreign backgrounds in working age, 8 to 25 percent.

Recommendations of Kulturanalys Norden:

Nordic museum statistics are collected continuously, but in different ways and with different definitions. This reduces the possibilities for comparisons between countries and over time.

The following are suggested as a means of enabling better comparison and monitoring of the Nordic statistics:

- It should be ensured that there are museum statistics at the national level, that the statistics are coordinated for all member states of the Nordic Council of Ministers, and that the statistics are updated at EGMUS and the Nordic Statistics.
- If the museum statistics are to be comparable internationally, the countries should comply with established standards, and adjustments should be made according to the ISO standard in dialogue with EGMUS.
- The Nordic countries should more clearly define visitor counting methods and use common definitions for such.
- The Nordic countries should apply a shared method for measuring use of digitalised collections, materials and exhibitions.
- The Nordic countries should jointly define and make available gender equality and diversity data for museums.