

## Italy - 2015

### A new Museum Census

ISTAT is currently (Nov.2015) carrying out, in collaboration with the Ministry for Cultural Heritage, activities and Tourism and the Regional administration, a national census of museums, monuments and archaeological areas in Italy. The study is conducted by the Servizio Struttura e dinamica sociale (SDS), Direzione centrale delle statistiche socio-demografiche e ambientali (DCSA).

The museum census aims at gathering extensive and detailed information on both State and non-State museums, galleries, archaeological sites, monuments and other permanent exhibits open to the public, covering their collections, organization, structural characteristics and activities, staff, costs and financial resources, the services they offer, admissions and audience involvement, participation and development.

The project is included in the nationally relevant statistical surveys of public interest, and is part of the current National Statistical Programme.

Data refer to 2014.

Collection units are all museums and exhibits that acquire, keep, classify and expose to the public culturally relevant goods and/or collections. They include archaeological sites and parks, monuments and monument compounds and other permanent exhibits open to public visit.

Conversely, the survey does not cover:

- those institutes exclusively exposing living animal or plant specimens, such as botanic gardens, zoological gardens, aquaria, natural reserves, ecological parks, etc.;
- those institutes that organize exclusively temporary or non permanent exhibitions;
- commercial art galleries and institutions that are not open to the public.

Eligible for the census are therefore over 6,000 Museums, 437 of which are owned by the State.

#### *Data collection*

Information are collected via an online questionnaire, sent individually to all the respondent units.

#### *The questionnaire*

The Museum Census questionnaire, updated and enriched as compared to the last available edition (2012), is based upon the 2013 Egmus Standard Form. It therefore covers the following key areas:

- identification of the museum,

- opening hours,
- museum authority,
- permanent collections (ownership and nature),
- attendance,
- revenue and expenditure,
- staff,
- use of information and communication technology,
- education programmes.

### 5 most visited museums in Italy

2014 data describe only 437 State museums and museum-like institutes. The ongoing census survey will provide data about the rest in early 2016.

The five most visited State institutes are:

Rank	Name	Region	City	Total 2014 Admissions	Total gross income
1	Colosseo, Foro Romano and Palatino	Latium	ROME	6.181.702	41.440.839,00
2	Pompei	Campania	POMPEI	2.621.803	21.076.994,55
3	Galleria degli Uffizi e Corridoio Vasariano	Tuscany	FLORENCE	1.935.918	9.614.028,75
4	Galleria dell'Accademia e Museo degli Strumenti Musicali	Tuscany	FLORENCE	1.335.741	6.914.422,00
5	National Museum of Castel Sant'Angelo	Latium	ROME	1.021.319	5.147.369,50

### Annalisa Cicerchia

Senior researcher

ISTAT - ITALIAN NATIONAL INSTITUTE of STATISTICS

Social Demographic and Environmental Statistics Directorate

Culture and leisure time Unit

Viale Liegi, 13

00198 ROMA, Italy

ph.+39 0646737212

[acicerchia@istat.it](mailto:acicerchia@istat.it)

