

## Questionnaire manual: Museum

Questionnaire code: 12292026

Submitted in: 15.03.2026, data for 2025

Periodicity: Annual

p. 1/6

Statistics Estonia guarantees the full protection of data submitted.

Self-service environment a <https://uuringud.stat.ee/> is for data submission.

Please make sure that you enter data in the correct cell. If you enter alphabetical characters in a number field, a corresponding error message is displayed. In the case of some fields, logic (arithmetic) checks have been applied to prevent data entry mistakes. If there is a conflict in the entered data or they conflict with prefilled data, an error message appears when the table is checked. In the case of errors, review the data carefully and make corrections.

After correcting the data, save changes and check the questionnaire again. If there are no more mistakes, confirm and submit the data by clicking "Confirm" on the last page of the questionnaire. You will be displayed a message that the data have been submitted successfully. If you have any questions, please contact Statistics Estonia's customer service either by phone at +372 625 9300 (Mon–Thu 8:30–16:30, Fri 8:30–15:30) or by e-mail at [klienditugi@stat.ee](mailto:klienditugi@stat.ee).

### DATA COLLECTED WITH THE QUESTIONNAIRE

**Table 1.1 MUSEUM OBJECTS AND PUBLICATIONS**

Please enter here the collections of the museum and all of it's branches. The museum branch does not separately indicate the number of museum objects and the number of publications.

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
1 / 1	Number of museum objects – total *	MUS_07_8_1	Number of museum objects – total	Positive integer	
2 / 1	Number of museum objects – on display *	MUS_07_8_3	Number of museum objects given on the basis of legal instruments to be displayed on or outside museum premises.	Positive integer	
3 / 1	Number of museum objects – described in the web *	MUS_20_25	The number of museum objects described on the web. For users of the Estonian Museum Web Gate (MuS), minimally a brief description of the item and background information. Include also the museum objects described on the museum's website and the objects entered in AIS.	Positive integer	
4 / 1	Number of museum objects – available in the web, with a digital image *	MUS_20_26	The number of museum objects with a digital image available in the web. Include also the museum objects described on the museum's website and the objects entered in AIS.	Positive integer	
5 / 1	Number of publications – scientific publications *	MUS_12_16_2	Scientific publication – a research paper published at the initiative of the museum. The Estonian Research Information System's classification of research can be used for identifying the scientific publications ( <a href="https://www.etag.ee/teaduskirjastused/publikatsioonide-juhend/Publikatsioonide%20klassifikaator_juhend_2014.pdf">https://www.etag.ee/teaduskirjastused/publikatsioonide-juhend/Publikatsioonide%20klassifikaator_juhend_2014.pdf</a> ). If there are several research papers published in one collection, the number of articles is considered.	Positive integer	
6 / 1	Number of publications – printed publications *	MUS_12_16_3	Printed publications – catalogues, collections. Promotional publications (e.g. information leaflets, postcards, posters, etc.) and scientific publications are not printed publications.	Positive integer	

**Table 2.1 EMPLOYEES**

Do not include persons you do not pay labour taxes for as employees, i.e. contracts for the purchase of services with legal persons should not be counted here. If a self-employed person has a contract of services on which labour taxes are paid, please include him/her as an employee (and his/her wages as labour costs).

## Questionnaire manual: Museum

Questionnaire code: 12292026

Submitted in: 15.03.2026, data for 2025

p. 2/6

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
1 / 1	Number of employees in full-time equivalents – cultural workers *	MUS_20_12	Total number of cultural workers employed by the museum in full-time equivalents at the end of the reference year. All cultural workers, regardless of the type of employment contract, are included.	Positive real number (0,2)	
2 / 1	Number of employees in full-time equivalents – other employees *	MUS_20_13	Number of all other employees, excluding cultural workers, employed by the museum in full-time equivalents at the end of the reference year. All other employees, regardless of their type of employment contract, are included.	Positive real number (0,2)	
4 / 1	Number of employees with an employment contract – cultural workers *	MUS_20_14	Number of cultural workers employed under employment contract as at the end of the reference year, regardless of the workload.	Positive integer	
5 / 1	Number of employees with an employment contract – cultural workers with a doctor's degree *	MUS_20_15	Number of cultural workers with a doctoral degree employed under employment contract as at the end of the reference year, regardless of the workload.	Positive integer	
6 / 1	Number of employees with an employment contract – other employees *	MUS_20_16	Number of all other workers employed under employment contract, excluding cultural workers, as at the end of the reference year, irrespective of the workload.	Positive integer	
8 / 1	Number of employees working under other contracts – cultural workers *	MUS_20_17	Number of cultural workers employed under other contracts of the law of obligations (e.g. contract for services, authorisation contract) during the reference year, regardless of the workload. This refers to all cultural workers who, during the reference year, have worked for the museum under some other contract (excluding employment contract).	Positive integer	
9 / 1	Number of employees working under other contracts – cultural workers with a doctor's degree *	MUS_20_18	Number of persons with a doctoral degree employed under other contracts of the law of obligations (e.g. contract for services, authorisation contract) during the reference year, regardless of the workload. This refers to all cultural workers with a doctoral degree who, during the reference year, have worked for the museum under some other contract (excluding employment contract).	Positive integer	
10 / 1	Number of employees working under other contracts – other employees *	MUS_20_19	Number of all other persons employed under other contracts of the law of obligations (e.g. contract for services, authorisation contract) during the reference year, regardless of the workload. This refers to all other persons, excluding cultural workers, who, during the reference year, have worked for the museum under some other contract than employment contract.	Positive integer	
12 / 1	Number of unpaid volunteers *	MUS_14_20	Unpaid volunteers, excluding persons who have only assisted on single events such as museum nights. Number of volunteers during the year, regardless of their workload.	Positive integer	

## Table 2.2 INCOME, EXPENDITURE

Revenue and expenditure are reported on an accrual basis. Table is filled in euros (whole numbers). Where the value is missing, enter 0.

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
2 / 1	Income: from the state budget, excluding Cultural Endowment and European Union	MUS_20_31	The amount allocated from the state budget to the museum, including income from publicly funded funds. E.g. grants from ARIB, Folk Culture Centre, small islands programme, etc. Funds received from the Estonian Cultural Endowment or EU structural funds are not included here.	Positive integer	

## Questionnaire manual: Museum

Questionnaire code: 12292026

Submitted in: 15.03.2026, data for 2025

p. 3/6

	structural funds *				
3 / 1	Income: from the state budget – from the Cultural Endowment *	MUS_20_15_221	Grants from the Estonian Cultural Endowment.	Positive integer	
4 / 1	Income: From the European Union structural funds *	MUS_20_15_251	Income from the European Union structural funds	Positive integer	
5 / 1	Income: from local authority *	MUS_15_24	Allocations to the museum by local authorities	Positive integer	
6 / 1	Income: from donations *	MUS_15_25	Income from donations	Positive integer	
7 / 1	Income: other grants *	MUS_20_23	Other income, including contributions from other non-state funds. This includes, e.g. grants from the Nordic Council of Ministers and foreign countries, etc.	Positive integer	
8 / 1	Income: from paid services – total *	MUS_15_27	Income from paid services (ticket sales, guide services, educational programmes, rental, etc.)	Positive integer	
9 / 1	Income: from the owner (in the case of private museums) *	MUS_15_29	Self-financing by the owner (in the case of private museums)	Positive integer	
11 / 1	Expenditure – personnel costs *	MUS_16_33	Labour costs – remuneration by the employer to all employees (incl. employees on contracts for services and authorisation agreements) for work done in the reference period. Also included are fringe benefits with VAT, social tax (for pension insurance and national health insurance) and employer's contribution to unemployment insurance premium, as well as social tax from fringe benefits and calculated holiday days. Payments to legal persons are excluded from labour costs – these can be included in other costs.	Positive integer	
12 / 1	Expenditure – other *	MUS_16_34	Other costs – all costs of the museum which are not labour costs, costs pertaining to the acquisition of museum objects nor investments.	Positive integer	

**Table 3.1 EXHIBITIONS**

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
x1 / 1	Type of museum	MUS_01_8	Type of museum	muuseumi_liik_6L	2025
x2 / 1	Subtype of museum – biographical museum	MUS_20_11	Biographical museum is identified as any kind of museum with the exhibition focusing on one person.	valik_jah_ei_1v	2025
1 / 1	Number of exhibition names *	MUS_11_12_1	The number of exhibition titles includes all exhibitions that took place in the museum premises/territory or in the museum's virtual environment, regardless of the organiser. Exhibitions outside the museum premises are not counted here. A permanent exhibition is counted as one exhibition each year.	Positive integer	
2 / 1	Number of times the exhibitions were held – organised by the museum *	MUS_11_12_2	The number of exhibitions organised by the museum. Include exhibitions that take place in the museum's own premises and elsewhere. The same exposition, which has been displayed in several places outside the museum, is counted as several places of the exhibition. Exhibitions organised jointly by the museum and another institution are listed under exhibitions organised by the museum.	Positive integer	

**Table 3.2 GENERAL INFORMATION**

If filled in online, values in the previous year's questionnaire have been provided. If the value is different in the reference year, please correct the information.

Row	Name of variable	Code of	Explanation	Type of data	You need
-----	------------------	---------	-------------	--------------	----------

## Questionnaire manual: Museum

Questionnaire code: 12292026

Submitted in: 15.03.2026, data for 2025

p. 4/6

code/ column code	* - mandatory	variable		(number of decimals) or list/ classification name	not fill in the value: period, economic activity
1 / 1	Number of days open in a year *	MUS_02 _2	The number of days the museum is open in a year.	Positive integer	
2 / 1	Number of days open in a year – free entrance days *	MUS_02 _3	The number of free entrance days of the museum in a year	Positive integer	
3 / 1	Full ticket price *	MUS_03 _4	The full ticket price in the calendar year is indicated. If full tickets have varied in price, the highest full ticket price should be provided.	Positive real number (0,2)	

**Table 3.3 ATTENDANCE AND PARTICIPANTS IN EDUCATIONAL PROGRAMMES**

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
1 / 1	Total number of visitors *	MUS_08 _9_1	The total number of visitors includes visitors to the permanent and temporary exhibitions of the museum (excluding those held outside the museum premises), as well as attendance at events organised by the museum (lectures, museum lessons, educational programs, etc., including those held outside the museum). The total number of visitors does not have to be equal to the sum of the subdivisions (e.g., a free visitor can also be up to 8 years old or a disabled person). Visitors to exhibitions outside the museum are not counted here.	Positive integer	
2 / 1	Number of visitors – visitors with free entrance *	MUS_08 _9_4	The total number of visitors with free entrance – the number of visitors without a ticket, included in the total number of visitors, excl. visitors to exhibitions held outside the museum's own premises but including participants in events organised by the museum (lectures, museum lessons, educational programmes etc., including those held outside the museum premises) attending free of charge.	Positive integer	
3 / 1	Number of visitors – up to the age of 8 *	MUS_08 _9_6	The number of visitors under the age of 8 includes all museum visitors up to the age of 8 and the participants in events organised by the museum regardless of whether they are free to enter the museum, visit it alone or in a group, or are disabled.	Positive integer	
4 / 1	Number of visitors – disabled people *	MUS_20 _27	Visitors who have used the disability discount when visiting the museum or participating in an event organised by the museum.	Positive integer	
5 / 1	Estimated share of foreign tourists among visitors *	MUS_09 _10	The estimated share of foreign tourists among visitors and participants in events organised by the museum.	Positive integer	
6 / 1	Number of participants in educational programmes – target group children and youth up to the end of the upper secondary school *	MUS_10 _11_1	The number of participants in educational programmes where the target group is children and youth up to the end of the upper secondary school. This includes single adults participating in programmes aimed at people up to the upper secondary school age. All participants, regardless of the place. Educational programme – a museum programme of educational activities aimed primarily at educational institutions but also at the general public. Educational programmes may include, for example, museum lessons, exhibition classes, lectures and lecture programs, camps, workshops, training days, and seminars. Guided tours are not included in educational programmes.	Positive integer	
7 / 1	Number of participants in museum lessons – target group children and youth up to the end of the upper secondary school *	MUS_10 _11_3	Museum lesson – (a subform of educational programme) is based on an exhibition, museum collections or other objects and information related to the museum's domain and environment. A museum lesson is conducted by someone and it has a specific target audience, especially students from educational institutions, and it can support a national curriculum. The topic of a museum lesson and its learning objectives are generally defined. A museum lesson is mostly based on a specific plan, various (active learning) methods,	Positive integer	

## Questionnaire manual: Museum

Questionnaire code: 12292026

Submitted in: 15.03.2026, data for 2025

p. 5/6

			tools and materials are used. A museum lesson may take the form of a single thematic lesson, a series, or part of a larger educational programme or project.		
8 / 1	Number of participants in educational programmes – target group adults *	MUS_10_11_2	The number of participants in educational programmes with adults as the target group. Individual children participating in adult programmes are also included. All visitors, irrespective of the place. Educational programme – a programme of educational activities aimed primarily at educational institutions but also at the general public at the museum. Educational programmes may include, for example, museum lessons, exhibition classes, lectures and lecture programmes, camps, workshops, training days, and seminars. Guided tours are not included in educational programmes.	Positive integer	
9 / 1	Number of participants in museum lessons – target group adults *	MUS_10_11_4	A museum lesson – (a subform of educational programme) is based on an exhibition, museum collections or other objects and information related to the museum's domain and environment. A museum lesson is conducted by someone and it has a specific target audience, especially students from educational institutions, and it can support a national curriculum. The topic of a museum lesson and its learning objectives are generally defined. A museum lesson is mostly based on a specific plan, various (active learning) methods, tools and materials are used. A museum lesson may take the form of a single thematic lesson, a series, or part of a larger educational programme or project.	Positive integer	

**Table 3.4 MUSEUM VISITOR SATISFACTION**

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
1 / 1	Level of satisfaction among museum visitors *	MUS_RA_HULOLUN	Museum visitor satisfaction, for which museums collect feedback and report the result as a real number with two decimal places. 'Visitor' refers to individual visitors, not to those booking programmes or group visits.	Positive real number (0,2)	

**Table 3.5 CONSENT OF THE RESPONDENT FOR TRANSMITTING INFORMATION**

Upon granting consent, Statistics Estonia shall forward the data submitted by the museum to the Ministry of Culture and the National Heritage Board and may publish the data submitted by the museum separately for each site and museum. The need for consent is stipulated in § 35 of the Official Statistics Act ("Dissemination of confidential data" (2): "A producer of official statistics shall disseminate data that allow direct or indirect identification of a person only with the consent of the person, except in the cases provided by this Act or if the data are considered public pursuant to law."

Row code/ column code	Name of variable * - mandatory	Code of variable	Explanation	Type of data (number of decimals) or list/ classification name	You need not fill in the value: period, economic activity
1 / 1	Consent of the respondent for the transmission of information *	LUBA_A_NDM	Upon granting consent, Statistics Estonia shall forward the data submitted by the museum to the Ministry of Culture and the National Heritage Board. The need for consent is stipulated in § 35 of the Official Statistics Act ("Dissemination of confidential data" (2): "A producer of official statistics shall disseminate data that allow direct or indirect identification of a person only with the consent of the person, except in the cases provided by this Act or if the data are considered public pursuant to law."	valik_jah_ei_1v	
2 / 1	Consent of the respondent for the transmission of individual information *	MUS_20_0	Upon granting consent, Statistics Estonia can publish the data submitted by the museum separately for each site and museum. The need for consent is stipulated in § 35 of the Official Statistics Act ("Dissemination of confidential data" (2): "A producer of official statistics shall disseminate data that allow direct or indirect identification of a person only with the	valik_jah_ei_1v	

Questionnaire manual: Museum

			consent of the person, except in the cases provided by this Act or if the data are considered public pursuant to law."		
--	--	--	--	--	--

LISTS / CLASSIFICATIONS

Name of the list/classification: muuseumi\_liik\_6L

Item code	Item name	Unit of measurement	Clarification
1	History museum		A museum that aims to reflect historical evolution in a certain period of time as well as monument museums with more than just local importance for history (e.g. Fat Margret, Virgin's Tower) and local lore museums which with their collections cover a wider cultural or historical area than one village or locality (e.g. the Viljandi museum). This includes also memorial museums, archive museums, museums of historical persons, events and periods, archaeological museums or museums that more broadly reflect social life and culture throughout history (e.g. the Estonian National Museum).
2	Place museum		A museum focusing on a specific village, small town or rural municipality, such as the Väike-Maarja Museum, Värskä Farm Museum, Järva-Jaani museum, Haapsalu Castle.
3	Art museum		An art museum collects, preserves, researches and displays works of art. Design, photography and architecture museums are also classified under art museums. E.g. KUMU, Estonian Museum of Architecture, Estonian Museum of Applied Art and Design.
4	Natural history museum		Museum objects in a natural history museum represent domains such as biology, geology, botany, zoology, palaeontology and ecology. E.g. Estonian Museum of Natural History, Ice Age Centre. Zoos and botanical gardens are not included.
5	Science and technology museum		Science and technology museum collections represent domains such as astronomy, mathematics, physics, chemistry, medicine, design, manufacturing and construction and display various technology. E.g. museum of Tallinn University of Technology, museum of the University of Tartu, Science Centre AHHAA.
6	Thematic museum		A museum specialised on a specific topic or field, including museums on the history of institutions. E.g. Beer Museum of A. Le Coq, Estonian Firefighting Museum, Estonian Sports and Olympic Museum, Estonian Dairy Museum.