

**CREATIVE EUROPE- CULTURE
MUSEUM NETWORK - MUS.NET
(607340-CREA-1-2019-1-IT-CULT-COOP1)**

Visitor survey analysis report

Published by the Museum in Łębork

Visitor survey analysis report

1. Introduction

Purpose of the survey

MUSEum NETwork is an audience development project developed for a network of European cultural institutions from four European countries. Project participants are: Provincia di Padova from Italy, Butterfly Arc s.r.l. from Italy, Fundación Santa María la Real del patrimonio histórico from Spain, Ris Raziskovalno Izobrazevalno Sredisce Dvorec Rakican from Slovenia and the Museum in Łębork from Poland. MUS.NET envisions a new role for museums, from traditional centres storing artefacts and exhibition venues to open and busy public spaces for study, education, performance, relaxation. The project was created in order to analyse solutions applied in small museums, the priority of which is audience development (AD). MUS.NET also aims to solve the problem of the decreasing visitor numbers by introducing new innovative solutions based on ICT technology (including the introduction of the "Museum in your pocket" application, Draw Alive children's corner, or a film advertising collections and the idea of the project). All these activities are aimed at audience development. One of the tasks of the project was to conduct a survey among museum visitors. The survey for visitors permitted examination of not only audience preferences, but also their needs, and indicated new directions in the development of small museums. The analysis of the questionnaire was to provide information on the solutions that are missing in the surveyed centres and what solutions should be introduced in order to increase the number of recipients. The opinion-forming data base that will be created as a result of the visitor survey will allow the project partners to set new directions for the development of their institutions in the future and the partners to create a better, more modern cultural offer, which will contribute to an increase in visitor numbers.

Methodology of the study implementation

The questionnaire was prepared for the MUS.NET project under the Creative Europe program. The initial assumption was to conduct a paper-based survey in the areas where partner institutions are located. For this purpose, the plan was to involve volunteers to conduct street surveys. However, as a result of the COVID-19 pandemic and the resulting restrictions (partial or complete lockdown), the methodology of the survey had to be reconsidered. In order to protect both the employees engaged by the partners and the respondents, a decision was made to create and conduct an online survey. The creation of the on-line version was also dictated by the fact that some of the partner centres have either been closed or their activities severely limited.

The content of the survey was prepared by the Polish partner - the Museum in Łębork. The survey was translated into partner languages. The online survey template was prepared by two teams of IT specialists, Italian and Polish. The first team of IT specialists created an online survey in the Italian language for partners from Italy, i.e. the project leader Provincia Padova and the partner Butterfly Arc. The other team of IT specialists created on-line questionnaires in Polish, Slovenian and Spanish versions for other partners. The prepared links with ready-made questionnaires were sent to the partners. The statistics were collected by both IT teams. When the set number of completed questionnaires was reached, the statistics were sent to the partner responsible for the survey - the Museum in Łębork, which then analysed the data.

The survey comprised 12 questions. However, 4 questions were semi-open questions, requiring the respondent to complete them. The survey can be divided into two thematic parts. The first part contained 6 questions focusing on obtaining answers from respondents regarding their needs, expectations and preferences in terms of cultural offers presented by the project partners. These questions concern:

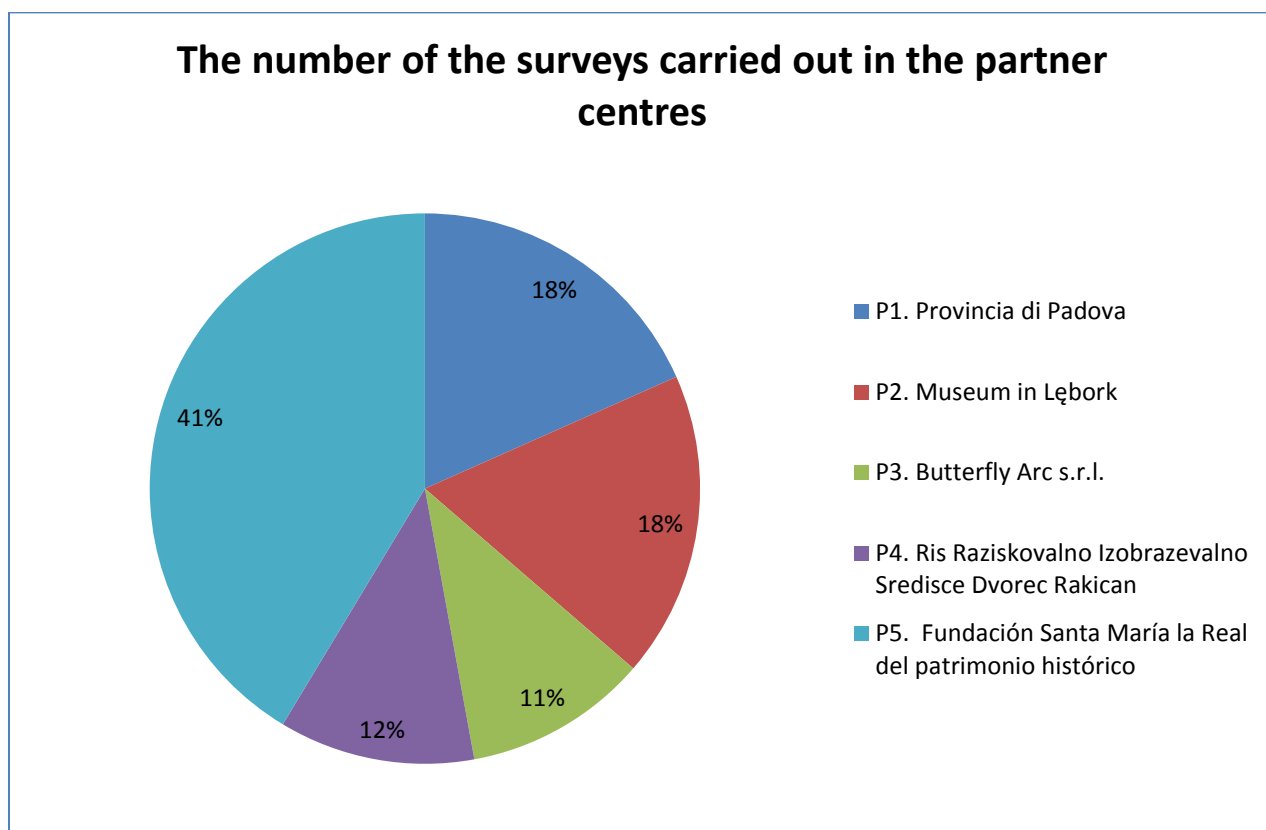
1. The frequency respondents made use of the cultural offer available in their local area
 2. The sources from which respondents obtained information on the cultural offer
 3. The type of cultural offer the respondents participated in
 4. How often the respondents participated in the cultural offer offered by the partner institution
 5. Details of the cultural offer that arouse the greatest interest among the respondents
 6. Respondents' opinions on suggestions for making the cultural offer of the partner institution more attractive
- The second part of the survey presented the profile of the respondents who took part. These questions concern:
7. Gender structures
 8. Age structures
 9. Educational profile
 10. and 11. Place of residence of the respondents
 12. The main life activity carried out by the respondents

Research sample

The study was prepared in the form of an on-line survey. 278 respondents took part in the survey. The target group to which the questionnaire was addressed is the group of respondents using the city's cultural offers. The study included a minimum of 30 questionnaires for each project partner. Each of the project partners was asked to disseminate the questionnaire by placing a link on their official website, through a newsletter or fanpage. Additionally, a group of 12 visually impaired people from Italy took part in the study. Ultimately, the study covered a total of: 278 questionnaires, including:

- A. Provincia di Padova: 51 (including 39 + 12 questionnaires for the visually impaired group)
- B. Museum in Lębork: 50
- C. Butterfly Arc s.r.l.: 30
- D. Ris Raziskovalno Izobrazevalno Sredisce Dvorec Rakican: 32
- E. Fundación Santa María la Real del patrimonio histórico: 115

Provincia di Padova	51
Museum in Lębork	50
Butterfly Arc s.r.l	30
Ris Raziskovalno Izobrazevalno Sredisce Dvorec Rakican	32
Fundación Santa María la Real del patrimonio histórico	115



Time and place of implementation

The original timing of the survey was changed due to the COVID-19 pandemic. After mutual agreement, the survey began in June and ended in August 2020. The scope of the survey covered 4 countries from which institutions participate in the MUS.NET project, including: Italy, Spain, Slovenia and Poland.

Analysis of particular questions

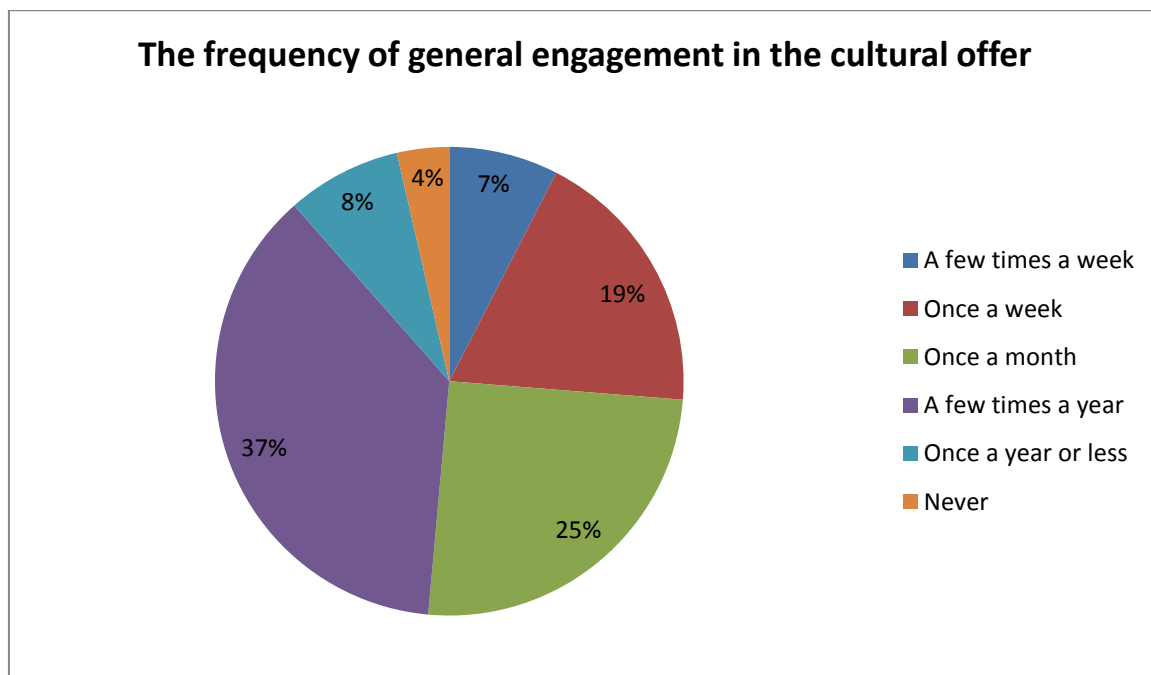
Question no. 1

How often do you make use of the cultural offer?

The question was to provide data on the respondents' tendencies regarding the frequency of general engagement in the broadly understood cultural offer. This information presents a picture of preferences in terms of time devoted by the respondents to the cultural offer. Out of 278 respondents, more than 37% of the respondents say that they engage in the cultural offer several times a year. Over 25% do so once a month, 18.7% once a week, 7.9% once a year or less frequently, and 7.5% several times a week. On the other hand, 3.5% of the respondents do not participate at all in the offer.

The survey included responses from a group of visually impaired people from Italy. Specifying the information concerning this group, it should be stated that 50% of the respondents engage in the offer several times a year. 25% once a month and once a week.

A few times a week	21
Once a week	52
Once a month	70
A few times a year	103
Once a year or less	22
Never	10



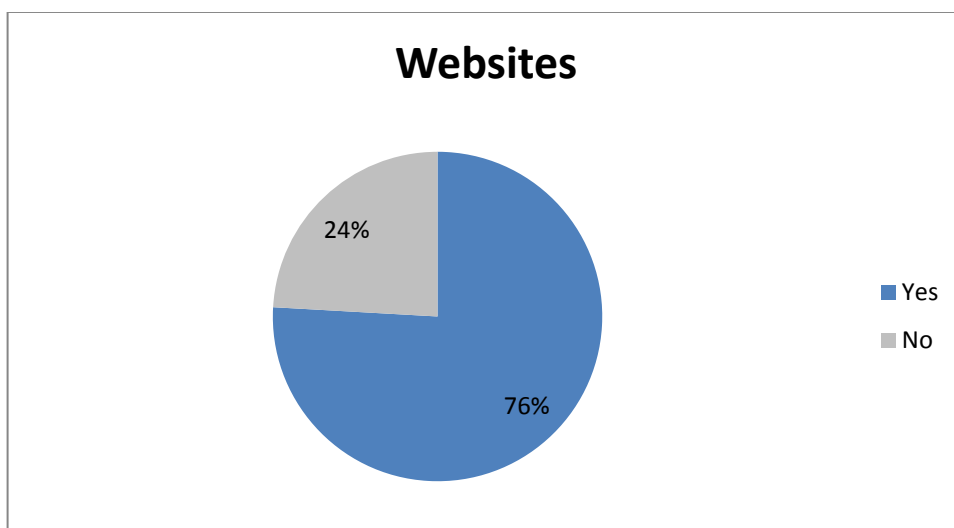
Question no. 2

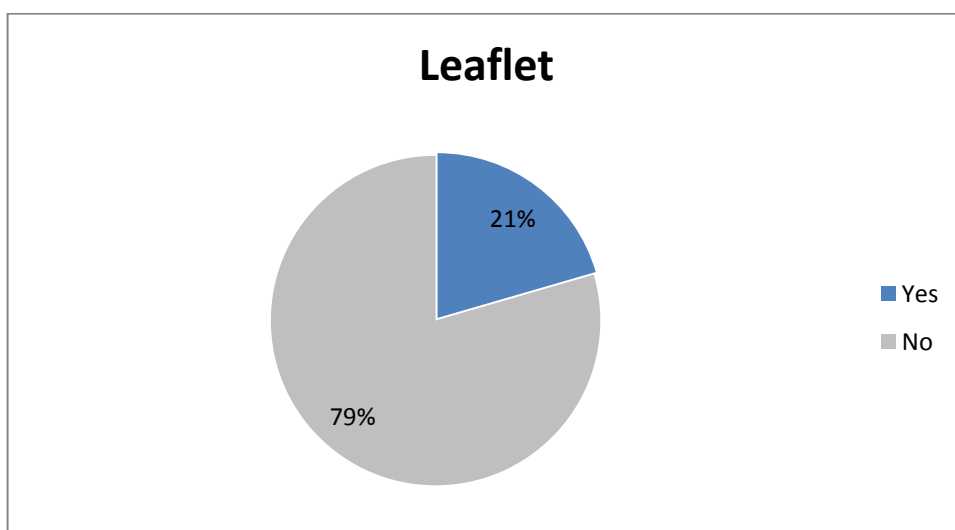
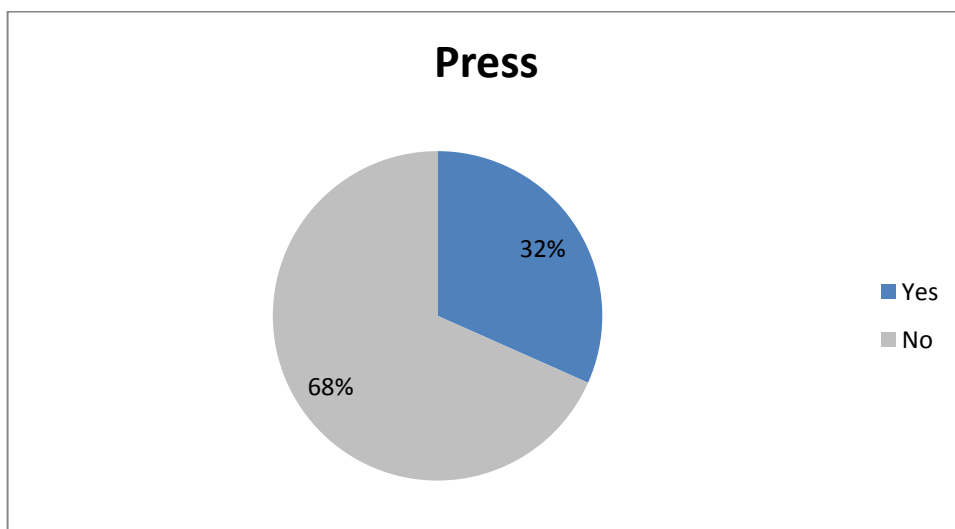
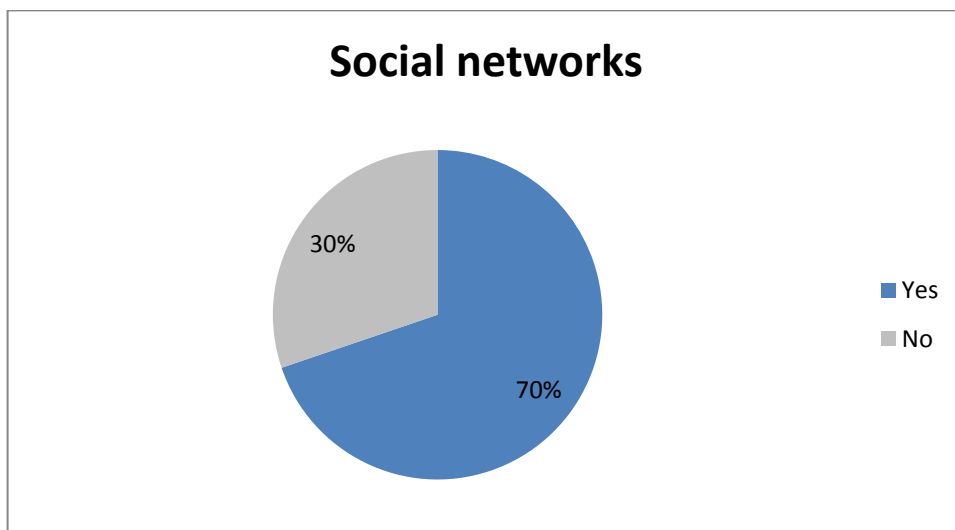
Where do you get information about the cultural offer in the city from?

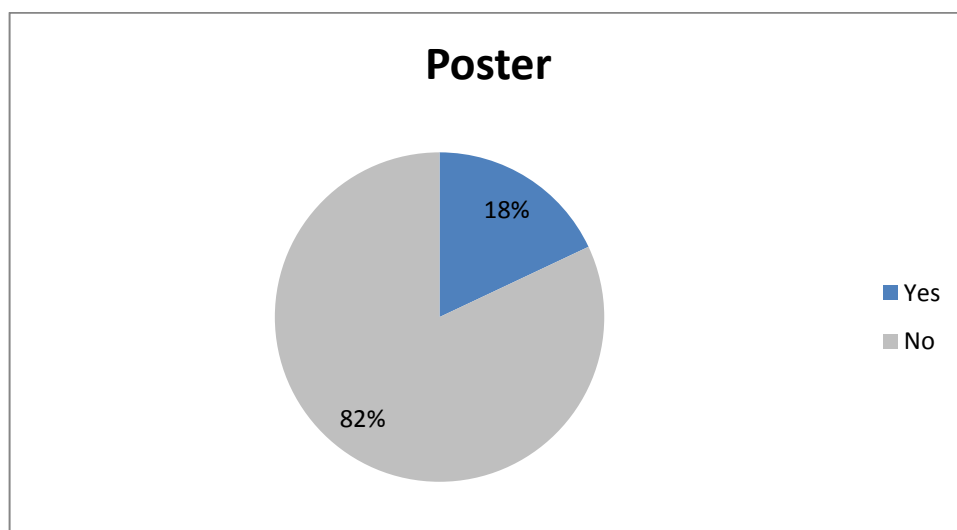
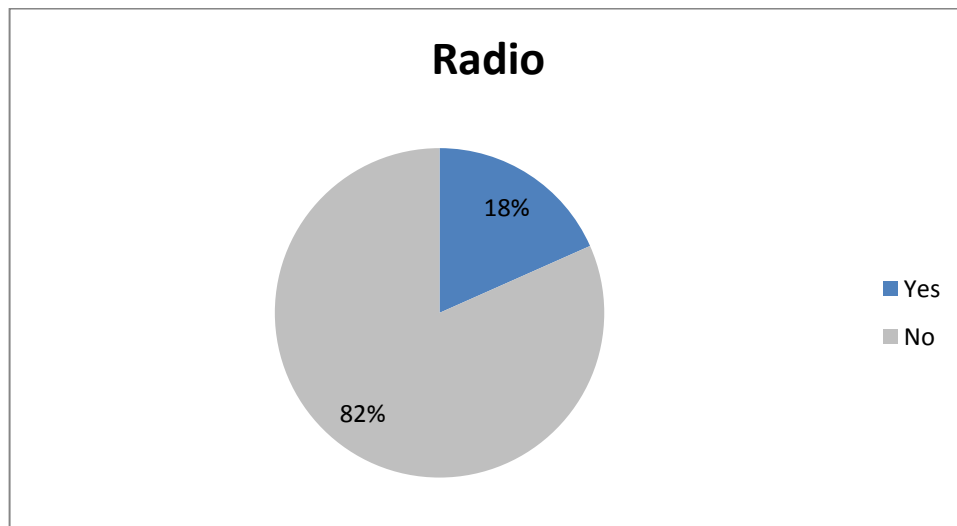
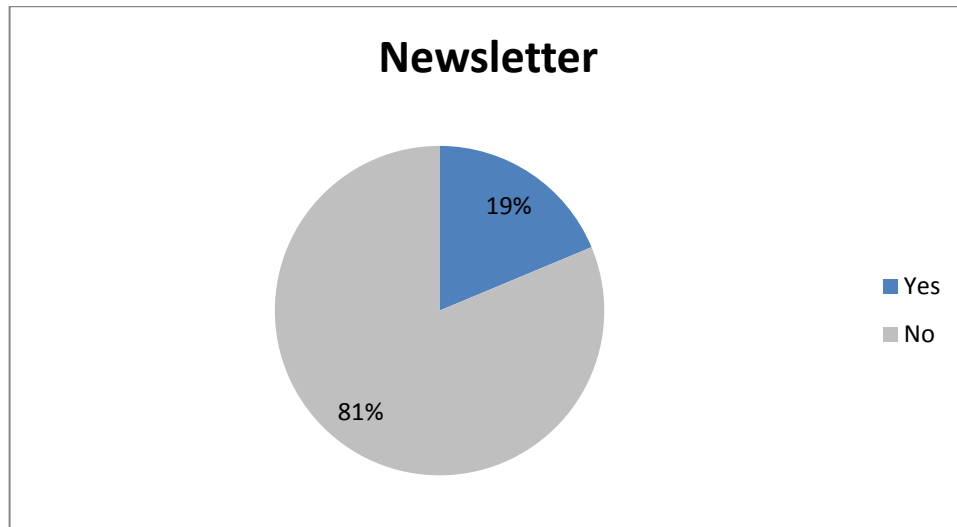
In this question, the respondents had the option of selecting multiple answers. For each answer, the percentage from the group of 278 questionnaires was calculated separately. The analysis of the answers provided information on how the respondents find out about the cultural offer proposed by municipal institutions. This permits analysis and the formulation of a convenient marketing strategy necessary to attract a bigger audience (AD). The highest percentage, 76% out of 278 respondents, replied that information about the offer was available on the institution's website. 70% of the respondents look for the information on social networks, 32% from the press, 21% obtain information from leaflets, 19% learn about the offer from newsletters, and 18% use radio advertising and posters as a source of information about the cultural offer.

The survey included responses from a group of visually impaired people from Italy. Specifying the information about this group, it should be stated that information about the offer is obtained from social networks. This answer was marked by 100%. On the other hand, the second best source are websites chosen by 41.7% of the respondents. The table below shows the number of votes cast for each possible answer.

Websites	211
Social networks	194
Press	88
Radio	51
Newsletter	52
Poster	50
Leaflet	57







Question no. 3

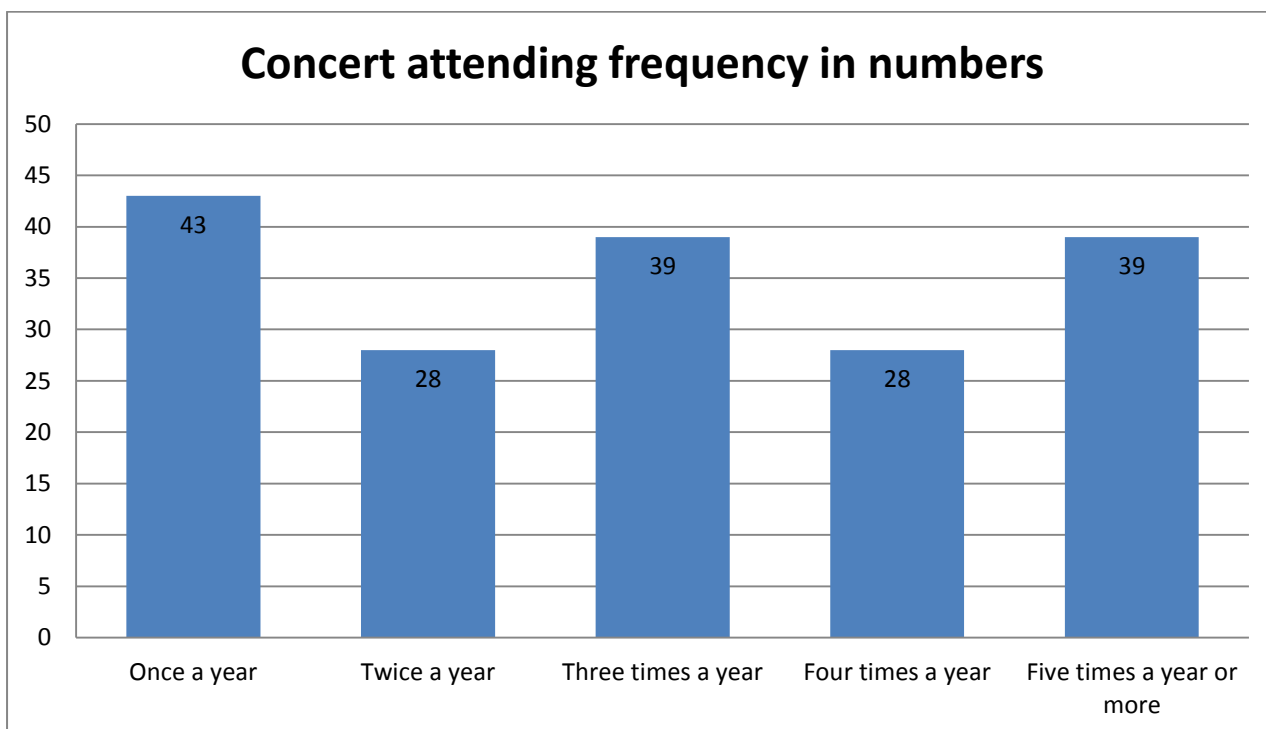
In which cultural events do you participate? (you can choose several answers – by the selected ones, please choose the frequency of use in the last year).

In this question, the respondents can choose to mark a few answers. For each answer, the percentage from the group of 278 questionnaires was calculated separately. This question allowed to choose 3 answers and provided information on the use of various forms of entertainment chosen by the respondents. For the items: cinema and concerts, 197 completed questionnaires from Poland, Slovenia and Spain should be counted. Whereas regarding the remained options, 278 questionnaires were analysed. This category includes responses from visually impaired people from Italy.

Concerts

Attending concerts was reported by over 89% of the respondents. The frequency of their attendance shows that 21.8% attend concerts only once a year, 19.8% five times a year or more often, 19.8% three times a year, 14.2% twice a year, 14.2 % four times a year or more often.

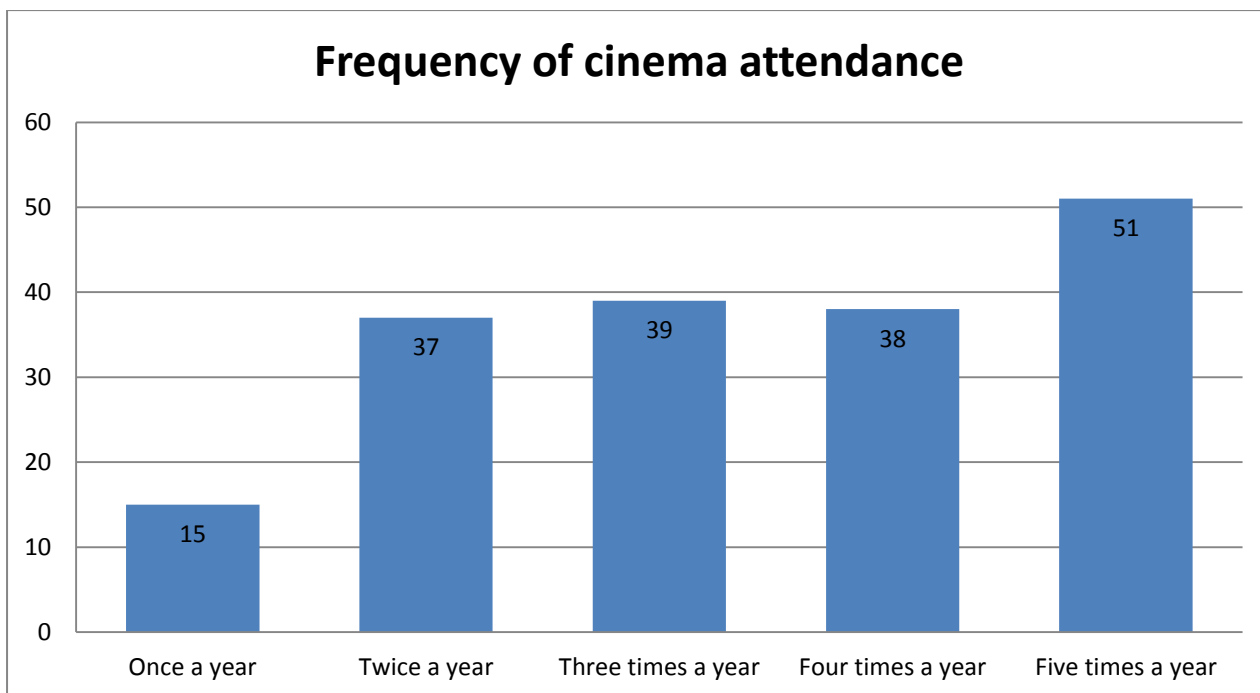
Once a year	43
Twice a year	28
Three times a year	39
Four times a year	28
Five times a year or more often	39



Cinema

Attending the cinema was reported by over 91% of the respondents. The frequency of their attendance shows that 25.9% go to the cinema five times a year or more, 19.8% three times a year, 19.8% twice a year, 19.3% four times a year, 7.6% go to the cinema only once a year.

Once a year	15
Twice a year	37
Three times a year	39
Four times a year	38
Five times a year or more	51

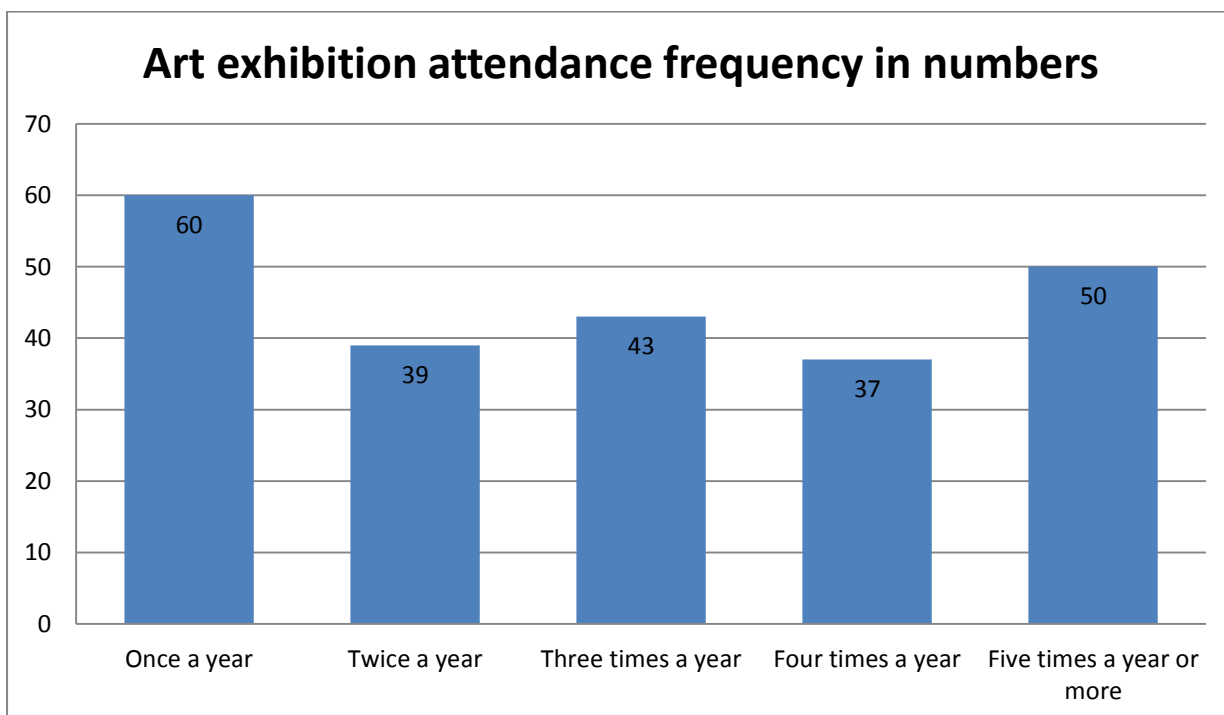


Art exhibitions

Attending art exhibitions was reported by over 82% of the respondents. The frequency of their attendance shows that 21.6% attend exhibitions only once a year. 17.9% visit the exhibitions five times a year or more often, 15.4% three times a year, 14% twice a year, 13.3% four times a year.

The survey included responses from a group of visually impaired people from Italy. Specifying the information concerning this group, it should be stated that 33% of the respondents participate in art exhibitions once a year, 16.7% of the respondents two or four times a year, and 25% of the respondents declared themselves five times or more often. 8.3% do not participate at all.

Once a year	60
Twice a year	39
Three times a year	43
Four times a year	37
Five times a year or more	50

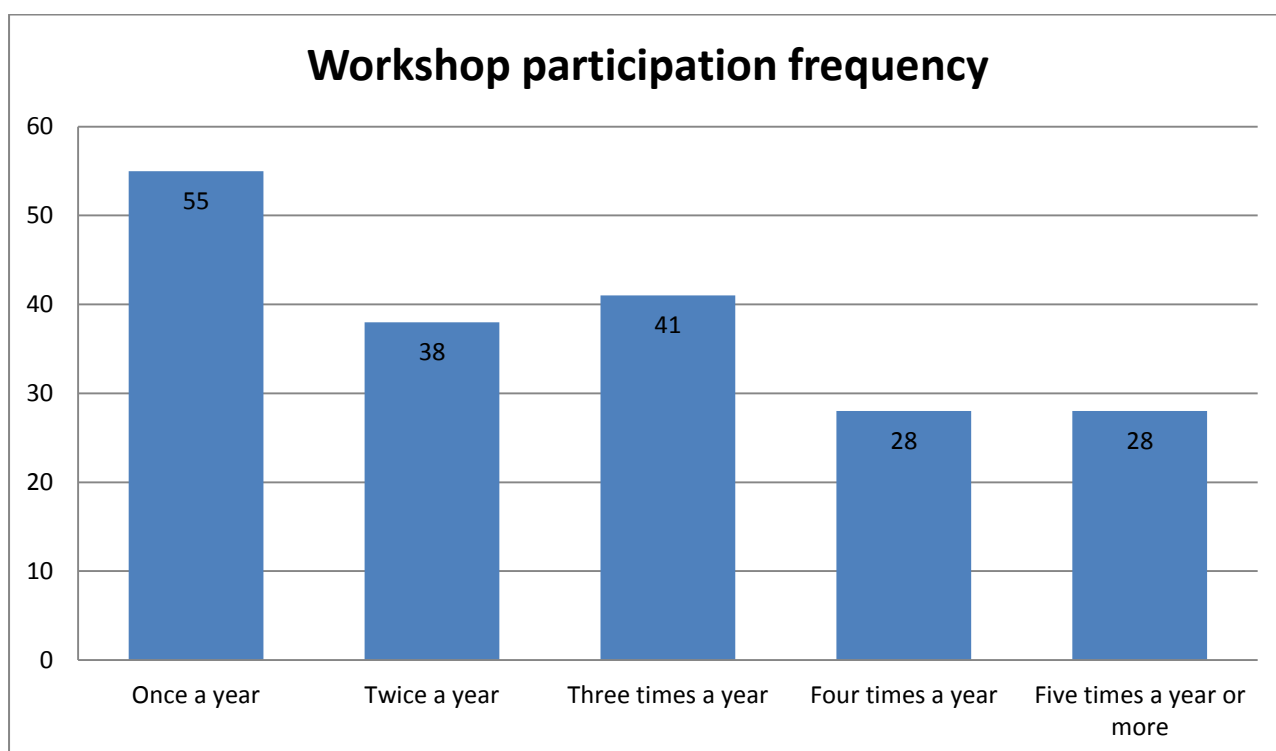


Workshops

Attending workshops was reported by over 68% of the respondents. The frequency of their attendance shows that 19.8% attend workshops only once a year. 14.7% take part three times a year, 13.7% twice a year, 10.1% four times a year and the same percentage five times a year or more often.

The survey included responses from a group of visually impaired people from Italy. Specifying the information on this group, it should be stated that 33.3% take part in workshops 3 times a year, 25% do not do so at all, 16.7% participate in the workshops two or four times a year, while 8.3% once a year.

Once a year	55
Twice a year	38
Three times a year	41
Four times a year	28
Five times a year or more	28

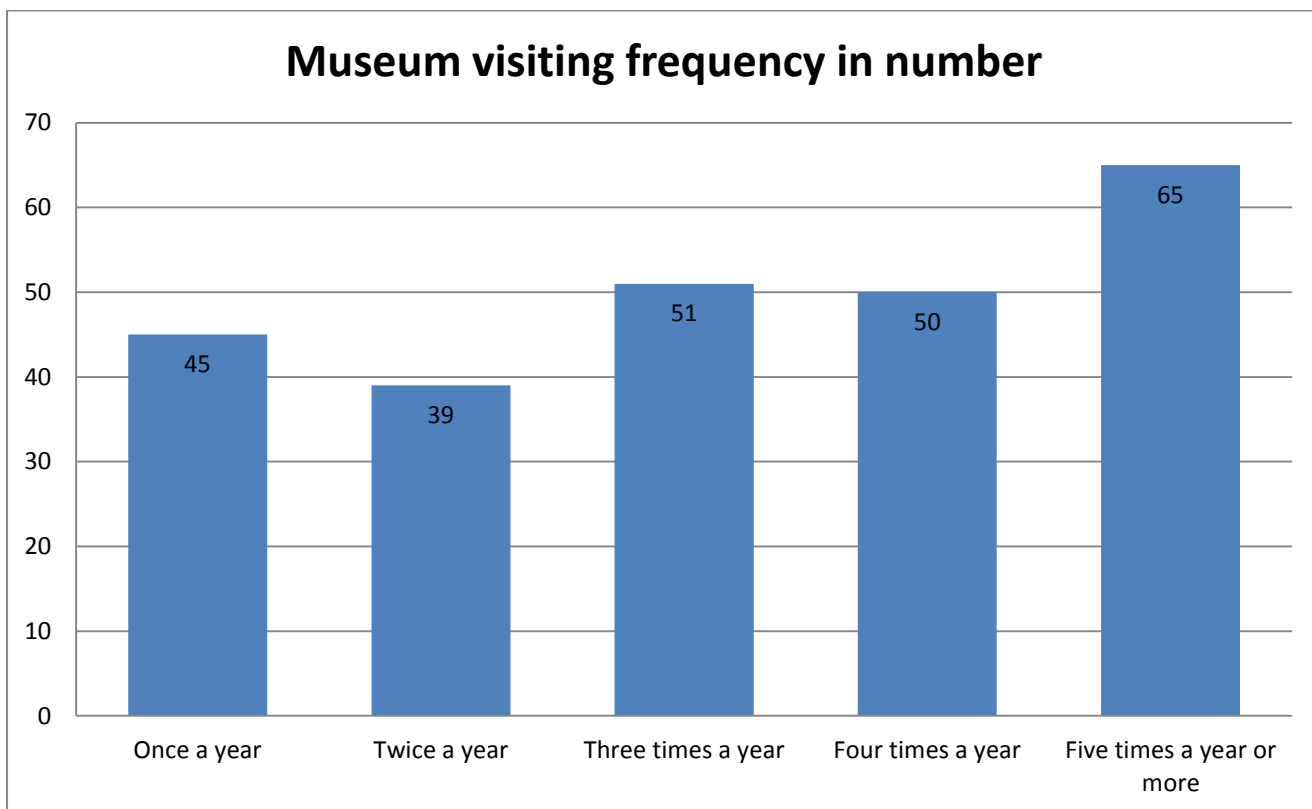


Museum

89.9% of the respondents visit museums. Frequency analysis shows that 26% visit a museum five or more times a year, 18.3% three times a year, 18% four times a year, 16.2% only once a year, and 14% twice a year.

The survey included responses from a group of visually impaired people from Italy. Specifying the information on this group, it should be stated that 33.3% visit museums 4 times a year, 25% once a year, 16.7% twice a year as well as five times a year or more often, and 8.3% three times a year.

Once a year	45
Twice a year	39
Three times a year	51
Four times a year	50
Five times a year or more	65

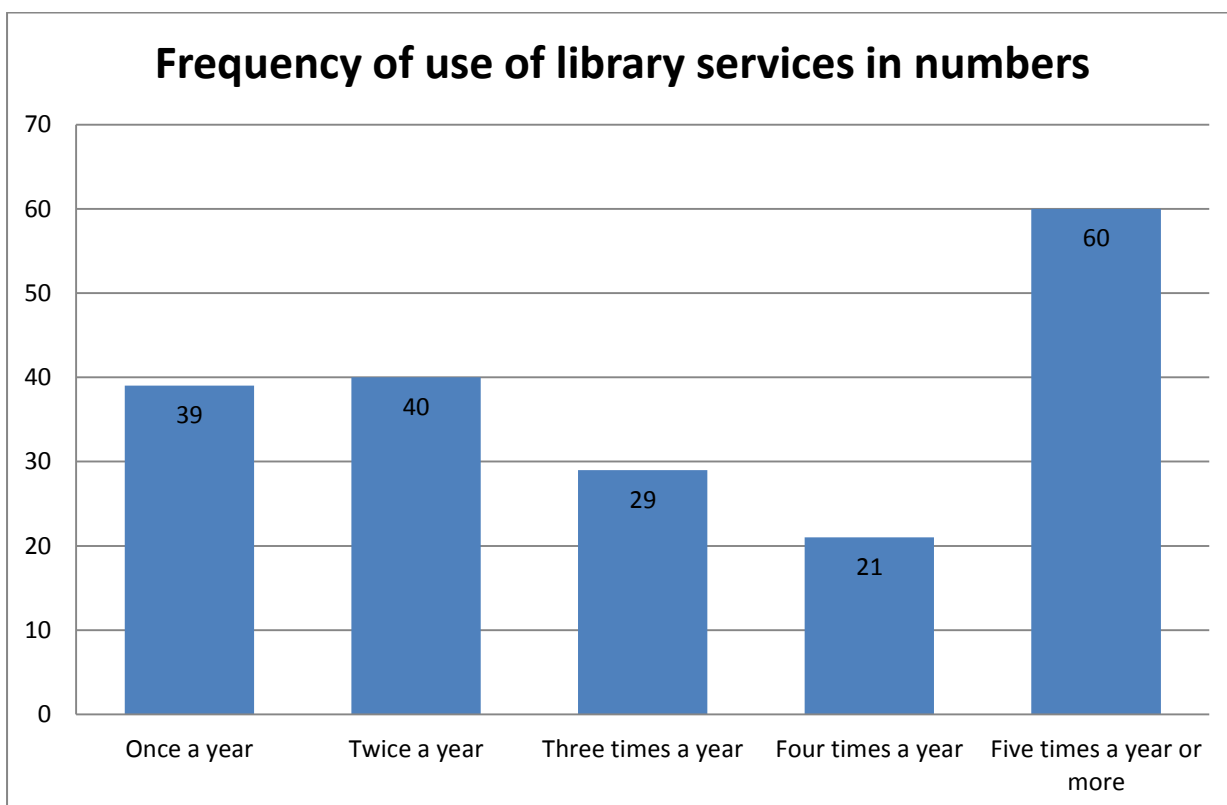


Library

67.9% of the respondents go to the library. The frequency of their visits indicates that 21.5% go to the library five or more times a year, 14.9% twice a year, 14% only once a year, 10.4% three times a year, and 7.5% four times a year.

The survey included responses from a group of 12 visually impaired people from Italy. Specifying the information on this group, it should be stated that 58.3% of the respondents do not make use of the library services, 25% use them twice a year, and 8.3% once a year or more than five times a year.

Once a year	39
Twice a year	40
Three times a year	29
Four times a year	21
Five times a year or more	60

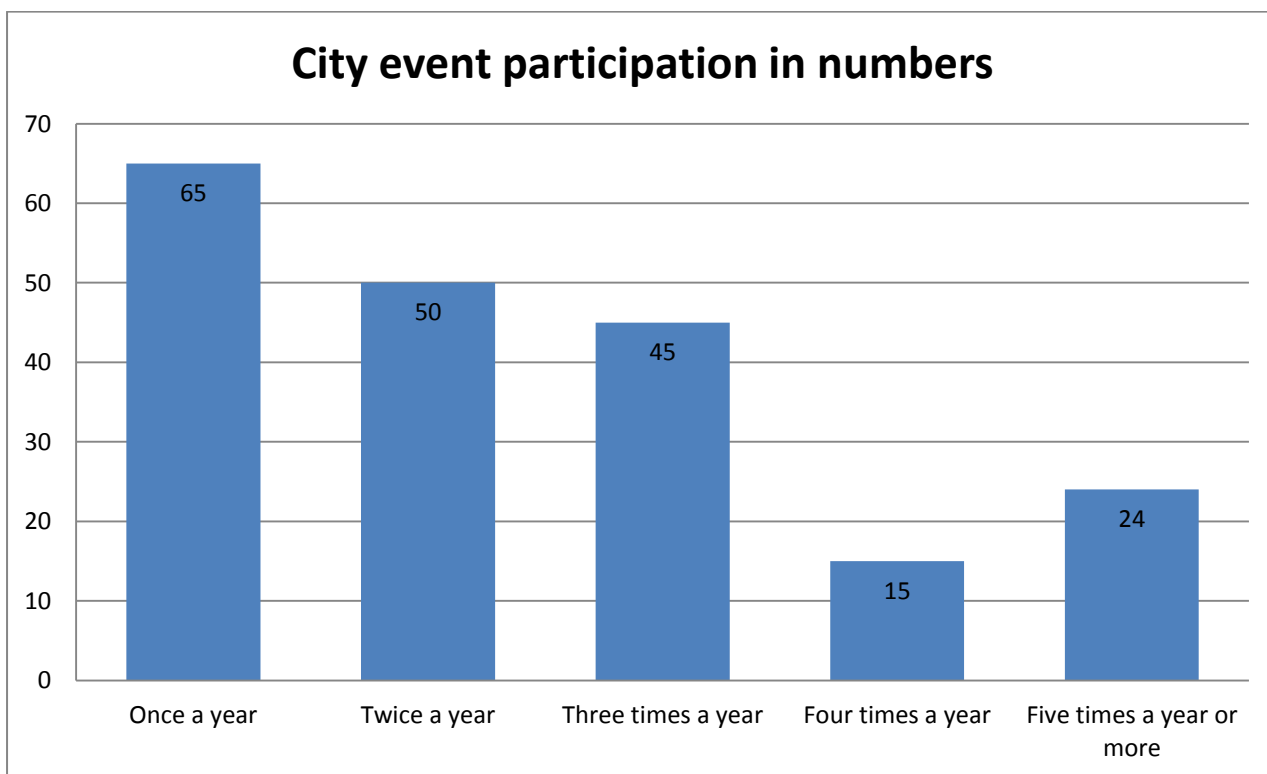


City events

71.8% of the respondents participate in city events. The frequency of event attendance indicates that 8.6% take part in such events five or more times a year, 16.9% three times a year, 5.4% four times a year, 23.9% only once a year, and 18% twice a year.

The survey included responses from a group of visually impaired people from Italy. Specifying the information on this group, it should be stated that 58.3% of the respondents participate in the events 3 times a year, 33.3% visit them five or more times a year, and 8.3% do not make use of this offer at all.

Once a year	65
Twice a year	50
Three times a year	45
Four times a year	15
Five times a year or more	24

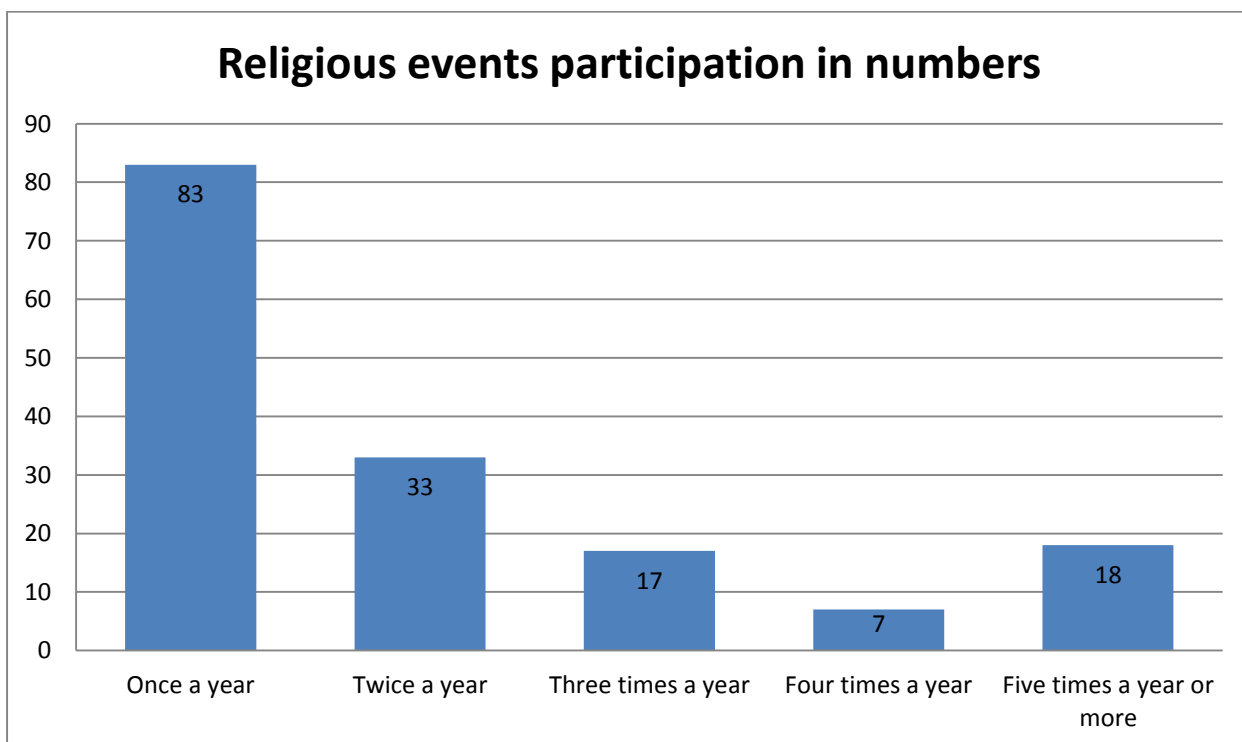


Religious events

56.8% of the respondents take part in religious events. The frequency of their participation indicates that 29.8% do so only once a year, 11.9% twice a year, 6.4% five or more times a year, 6.1% three times a year and 2.5% four times a year.

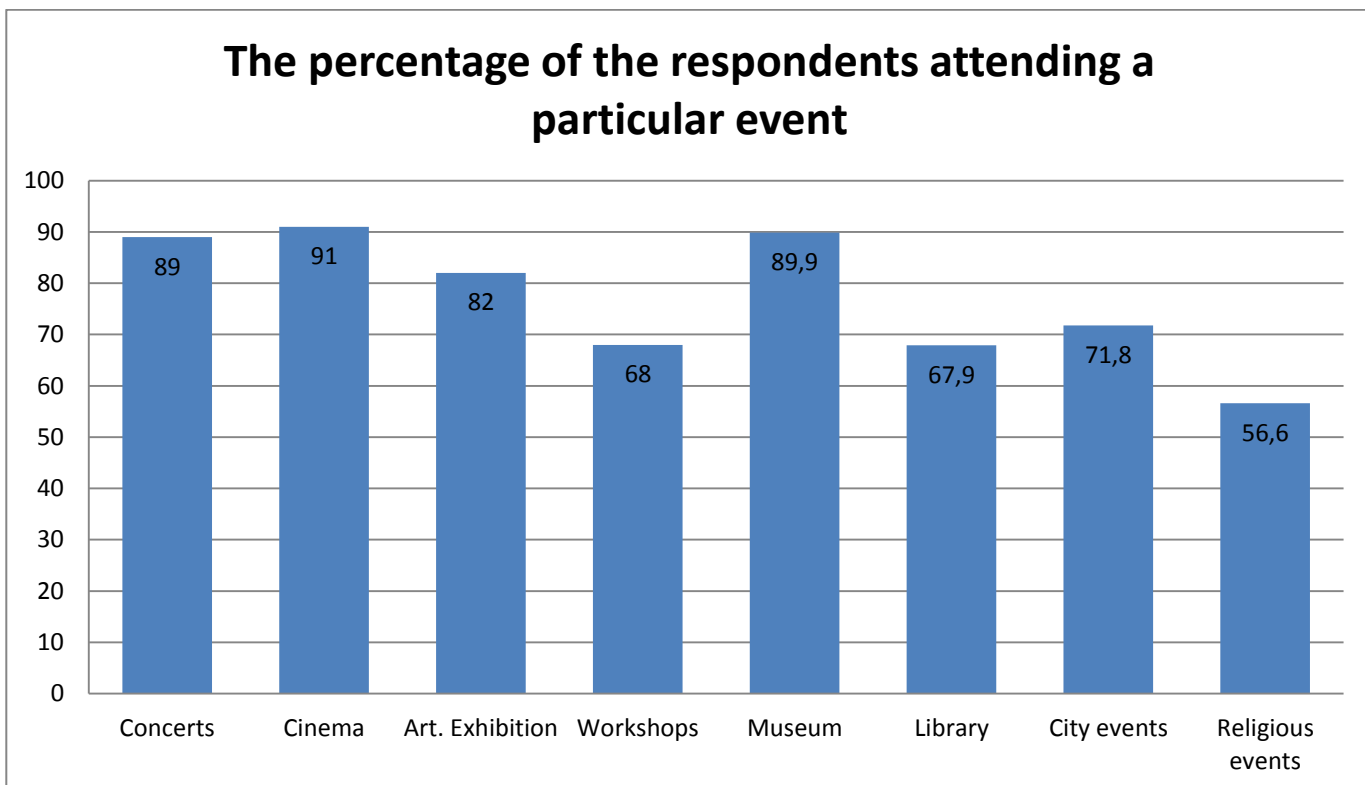
The survey included responses from a group of visually impaired people from Italy. Specifying the information on this group, it should be noted that 66.7% of respondents do not participate in such events at all, while 16.7% participate once a year, 8.3% twice a year and 8.3% three times a year.

Once a year	83
Twice a year	33
Three times a year	17
Four times a year	7
Five times a year or more	18



Selection of the respondents in terms of cultural events

The graph shows how respondents voted regarding selecting the events in which they participate in the general assumption. Due to the fact that the question allowed for multiple choice, the respondents could indicate the different types of cultural events they attend during the year. The survey shows that the respondents most often go to the cinema, concerts, museums or art exhibitions. These cultural offers reach the highest percentages, ranging between 80% and 90%. The survey shows that religious events are the least popular.



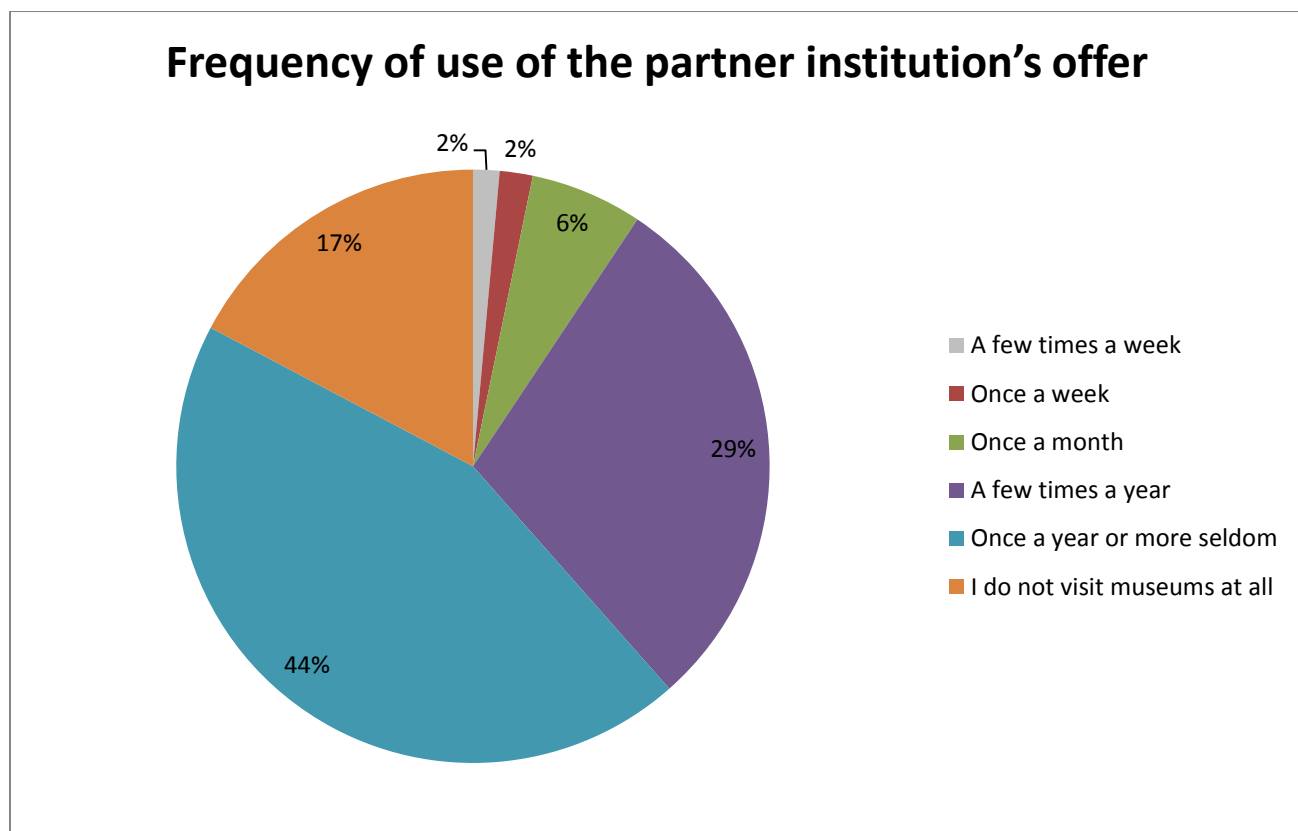
Question no. 4

How often do you make use of the cultural offer of our institution?

The question specifies the information on the use of the cultural offer proposed by the partner institutions. The analysis of the responses provided information on the frequency respondents visited small museums. The survey shows that the vast majority of respondents, 44.2%, visit museums only once a year or even less frequently. 29.1% make use of the museum offer several times a year, 6.1% once a month, 1.8% once a week, 1.4% several times a week, and a fairly large percentage - 17.2% does not visit museums at all.

The study included responses from a group of visually impaired people. Specifying the information on this group, it should be stated that 58.3% visit museums once a year, 16.7% once a month, 16.7% do not visit them at all, and 8.3% go to museums several times a year.

A few times a week	4
Once a week	5
Once a month	17
A few times a year	81
Once a year or more seldom	123
I do not visit museums at all	48



Question no. 5

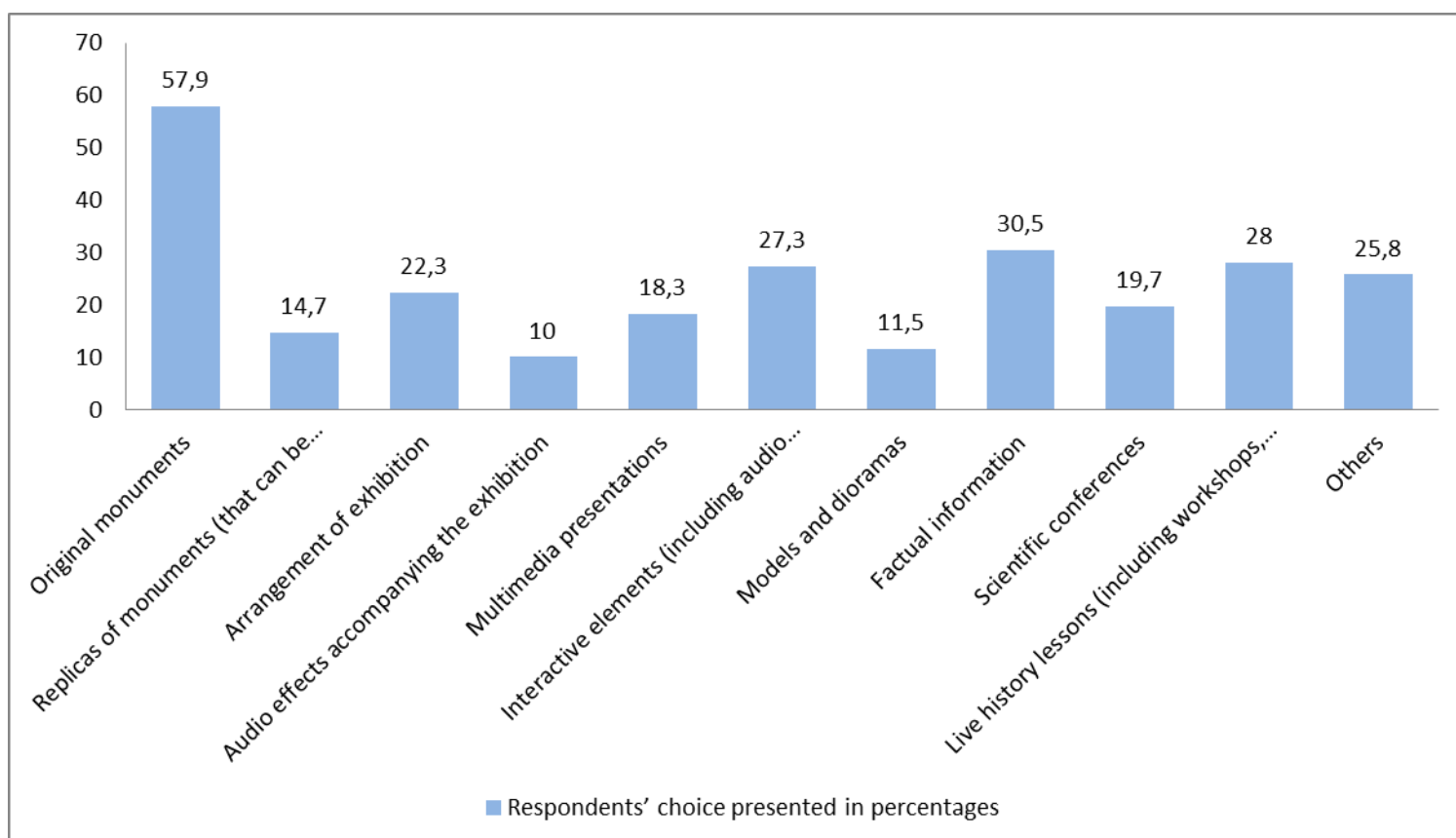
What particularly attracts your attention at exhibitions? Please select up to 3 answers.

Semi-open question in which the respondents could additionally provide detailed information on the exhibitions presented by the project partners. In addition, in this question, the respondents could select three answers of their choice, and the percentage calculations were based on the total number of questionnaires, i.e. 278. Data analysis permits the conclusion regarding which of the exhibition directions are successful and which should be changed. The vast majority of respondents, as many as 57.9%, are interested in the collection and its originality. Reliable factual information about the collections is also important for the respondents, as this answer was indicated by 30.6% of the respondents. The respondents also indicated that an important aspect of visiting the institution is broadly understood interactivity of exhibitions (e.g. the use of VR or AR technology, virtual walks, etc.) - over 25.9% selected this answer, which is related to another aspect - multimedia presentations, for which 18.3% of the respondents voted. Another important feature, according to the respondents, is the arrangement and display of the exhibition, such an answer was given by 22.3% of the respondents. The respondents consider live history lessons, workshops or thematic lectures as quite an important form of transferring knowledge, such an answer was indicated by 28% of respondents. 19.8% voted for scientific conferences, 14.7% chose to use replicas, and 10.1% preferred the audio effects accompanying the exhibition. 25.9% chose the answer: others. Among them, interesting forms of substantive tours, exhibition openings as well as historical or other reconstructions were mentioned.

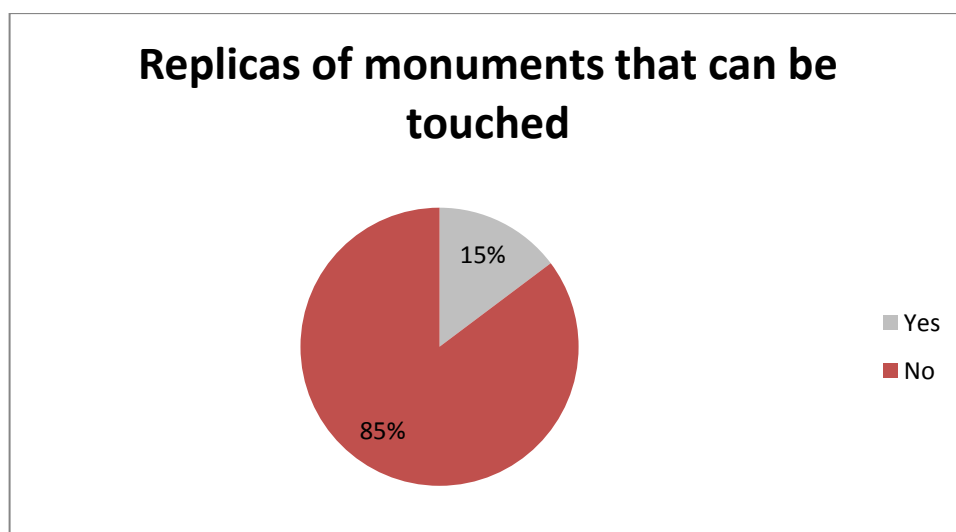
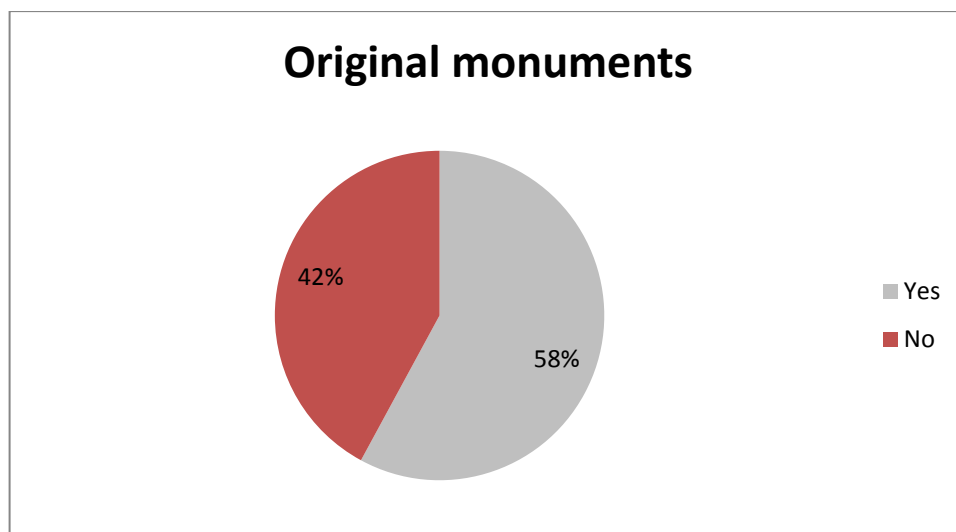
The survey included responses from a group of visually impaired people from Italy. Specifying the information on this group, it should be noted that 50% replied: replicas of monuments that can be touched, 50% interactive elements (including virtual walks and others); 41.7% models and dioramas; 25% marked the arrangement and display of exhibitions, audio effects, substantive information and others, 16.7% original monuments, 8.3% scientific conferences. None of the respondents selected multimedia presentations.

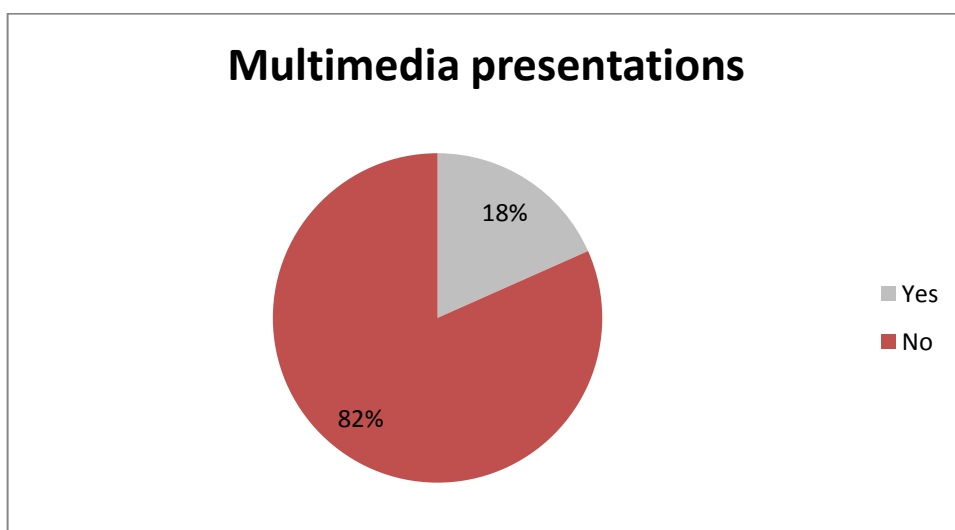
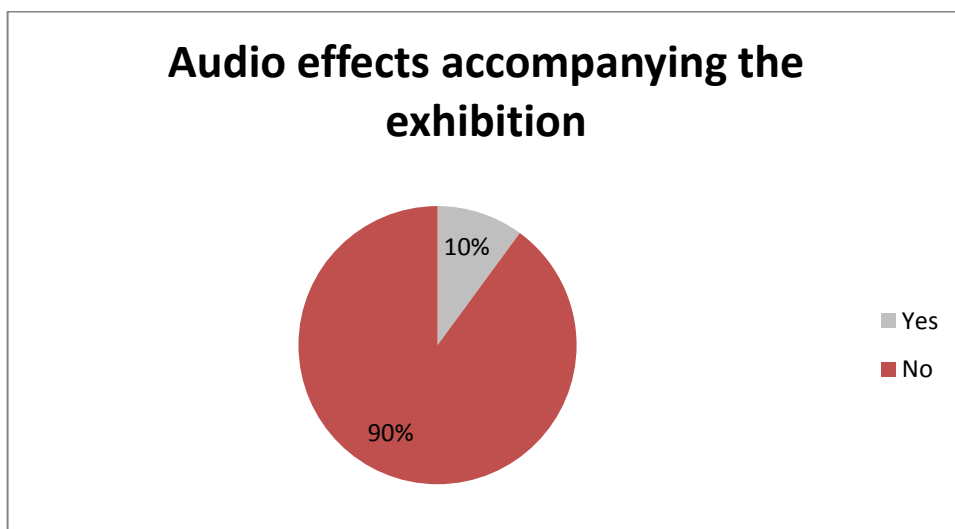
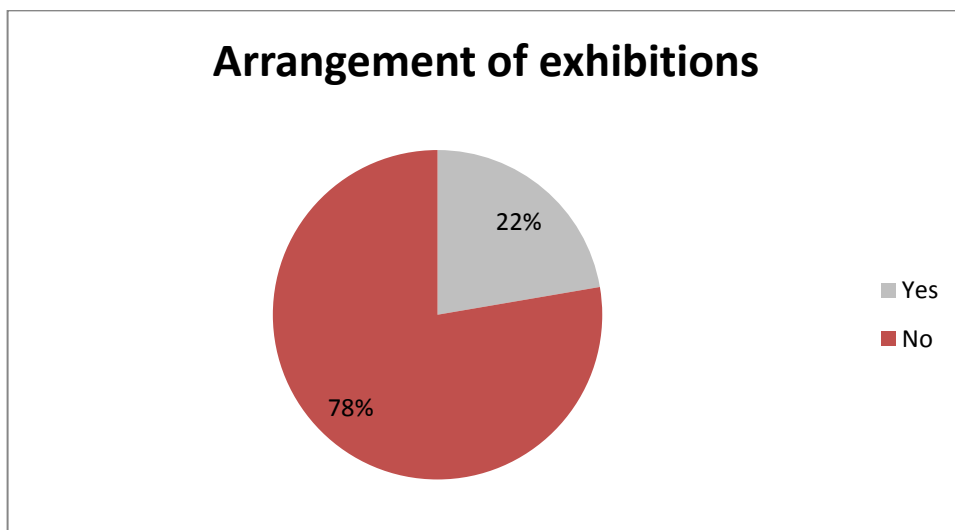
Original monuments	161
Replicas of monuments that can be touched	41
Arrangement of exhibitions	62
Audio effects accompanying the exhibition	28
Multimedia presentations	51
Interactive elements (including audio guides, virtual walks, application etc.)	76
Models and dioramas	32
Factual information	85
Scientific conferences	55
Live history lessons (including workshops, thematic lectures)	78
Others	72

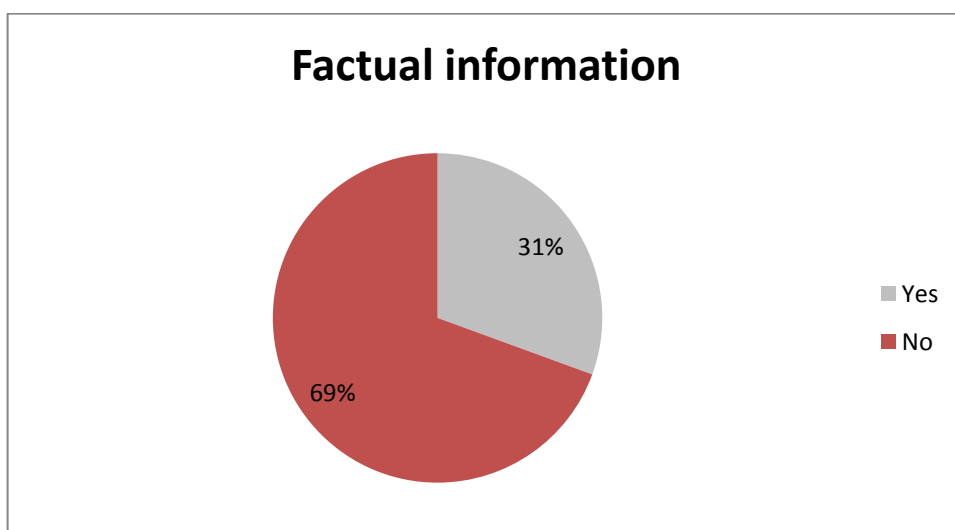
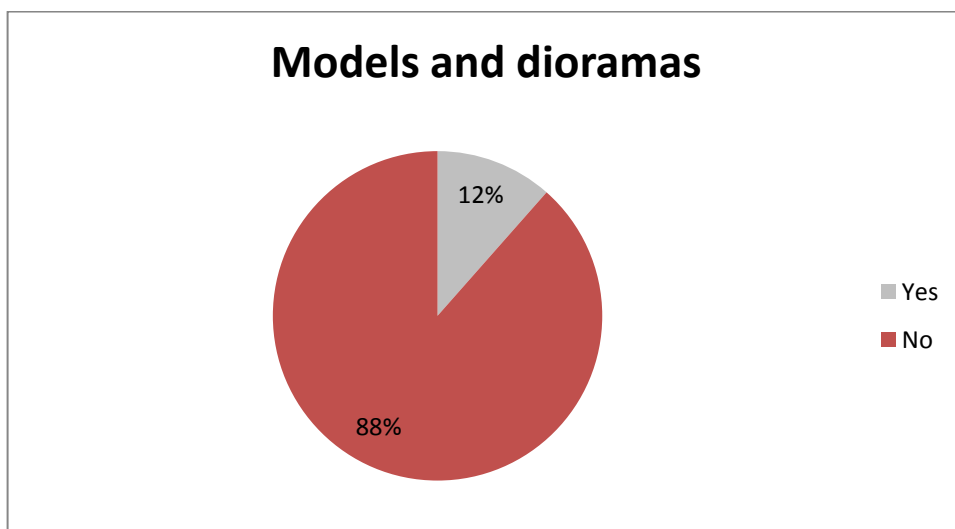
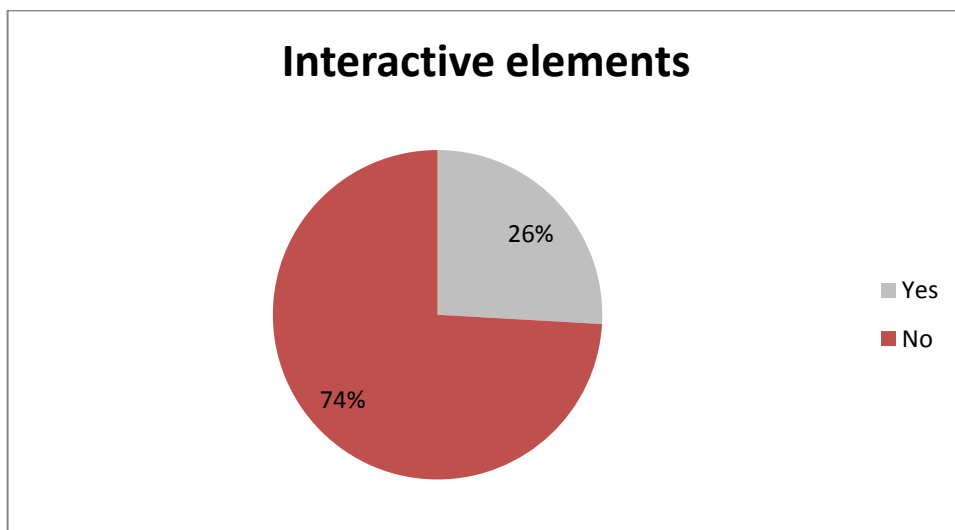
The chart below shows the preferences of the respondents in the context of the most interesting aspects of the cultural offer proposed by the partner institutions. The chart shows the percentage of the votes cast by the respondents for particular answers. With the possibility of multiple choice, the original artefacts received the greatest number, and the audio effects accompanying the exhibition the smallest number of votes.

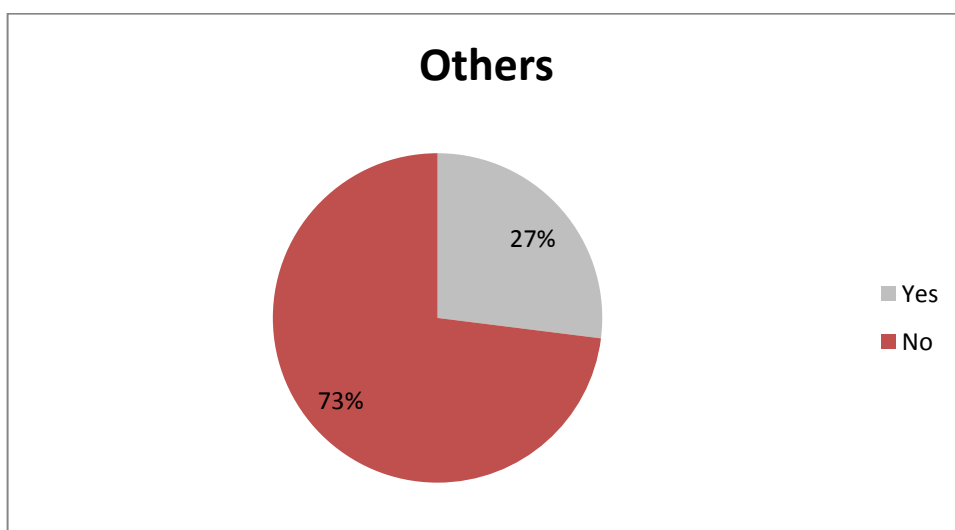
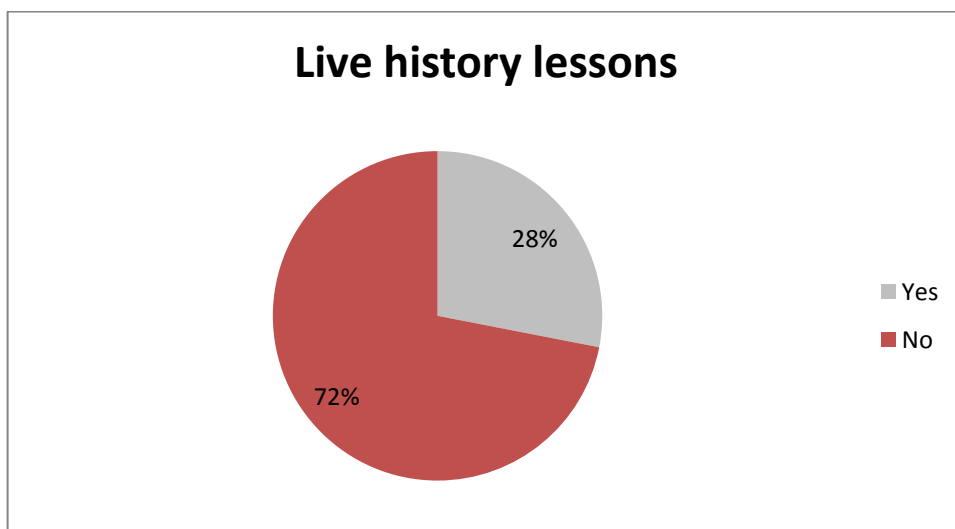
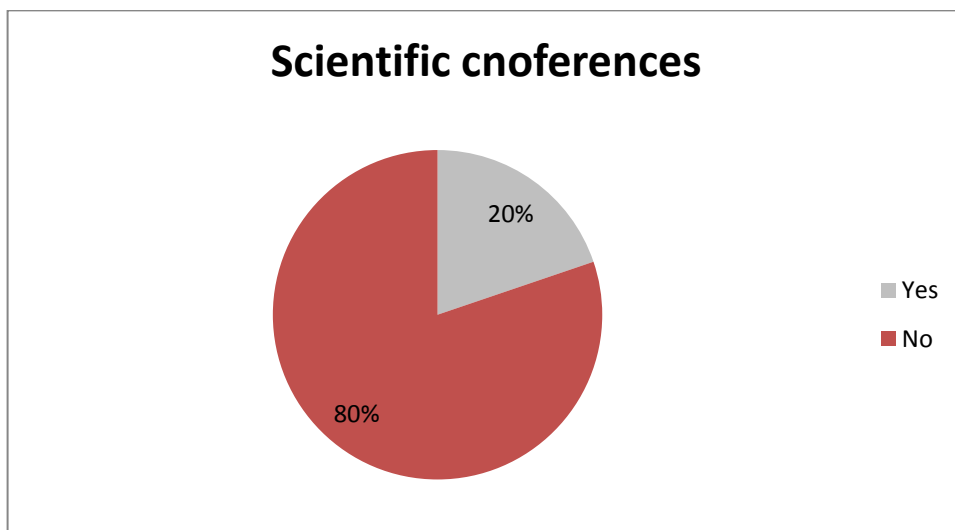


The charts below show the preferences of the respondents divided into particular aspects of the survey.







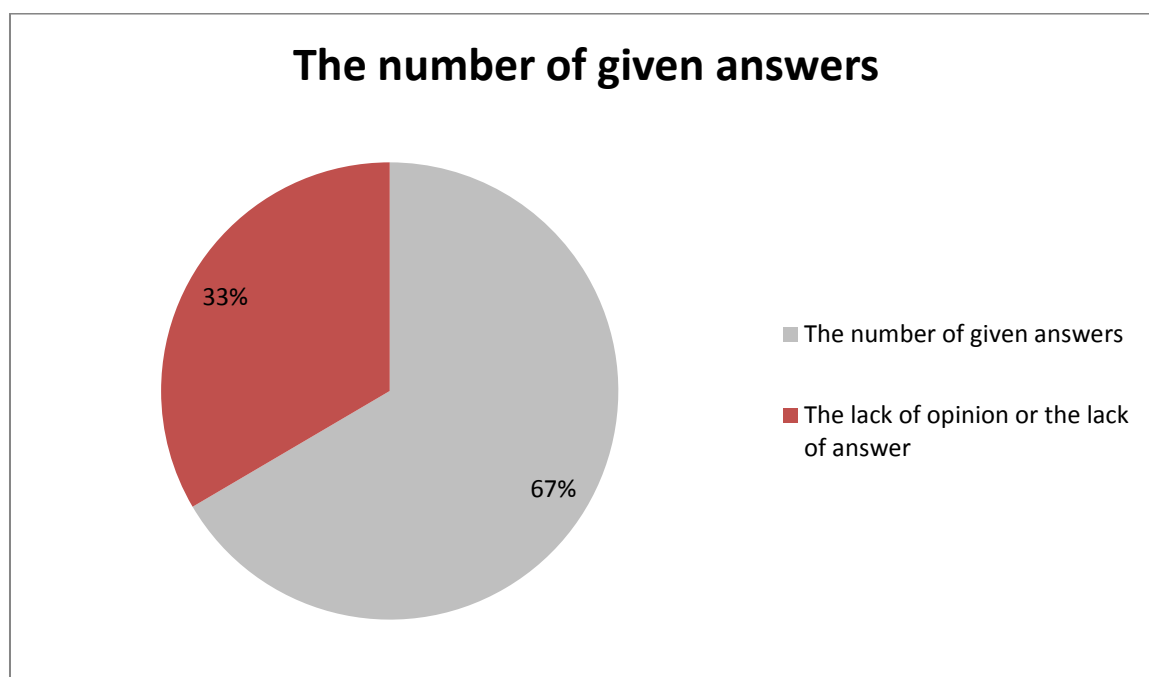


Question No. 6

What, in your opinion, would make our cultural offer more attractive?

The open question allowed the respondents to express their opinions on the improvement of the current cultural offers of the project partners. This question will enable creation of a better marketing strategy in the partner centres in the future. This question was answered by 185 respondents out of the total number of 278 questionnaires. Some respondents answered this question in a non-analytical manner, and therefore their answers were not taken into account.

The number of given answers	185
The lack of opinion or the lack of answer	93



Some of the extended opinions contained answers that matched several aspects. Opinions can be divided into 4 main aspects:

1. Enrichment of the cultural offer
2. More intensive promotion of the partner centres
3. Improving the qualifications of the guides
4. The current offer is welcome by the respondents

The majority, for as many as 65.4% of 185 respondents, express the opinion that the cultural offer presented by the partner institutions should be enriched with various aspects. By making the cultural offer more attractive, the respondents understood:

* Intensification of activities by organizing: more exhibitions, profiled workshops, events dedicated to different age groups and with a different profile of interests; thematic events promoting history, scientific conferences; organization of courses in history, art and the fields of the museums; enriching the exhibitions with new artefacts; organization of meetings with famous people from the world of science and art, or more publications on the activities of the museums; organization of live history lessons; modernization and opening of new routes, sightseeing paths or facilities, including gastronomic facilities, thus creating entire tourist conglomerates.

* Introduction of more multimedia contents. The respondents did not always provide specific solutions in the field of multimedia. However the term multimedia itself was often used. Besides that, the following elements were mentioned: multimedia presentations, interactive effects, audio effects, interactive exhibits, animations, audio guides, virtual walks, videomapping, VR and AR reality, digital interactions, technological games, interactive games for children, more intensive interaction in social networks; organization of webinars.

20.5% of 185 respondents stated that better promotion and easier access to exhibitions would make the cultural offer of the partner institutions more attractive. The responses of the respondents included, among others

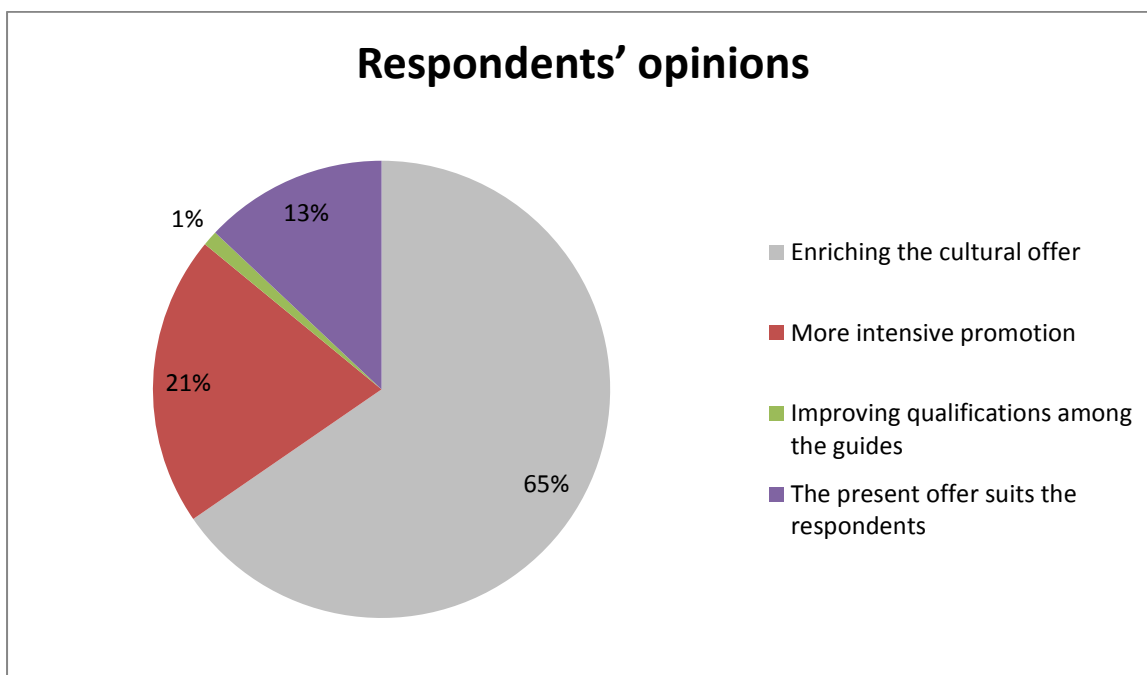
- opinions on the intensification of Internet activities, including organization of webinars, on-line meetings, on-line workshops, on-line courses for all those who do not want or are unable to participate directly in the classes.
- Dissemination and advertising on the Internet, social networks and fanpages, thanks to which potential visitors will have the opportunity to become acquainted with the offer of the institutions; radio advertising
- Promotion through the organization of various historic events.

12.9% of 185 respondents expressed the opinion that the cultural offer of the institutions was sufficient and would not change anything, and 1.1% of 185 respondents opted for improving qualifications among museum guides.

This category includes responses from visually impaired people from Italy. Detailing the information from this group, 42.8% of the people suggest introducing a bigger number of dedicated and consulted audioguides. 28.5% expressed their opinion on improving access to the offer. 28.5% decided that they would rather visit and

touch the exhibits without gloves, which may be related to the introduction of restrictions due to the COVID-19 pandemic.

Enriching the cultural offer	121
More intensive promotion	38
Improving qualifications among the guides	2
The present offer suits the respondents	24



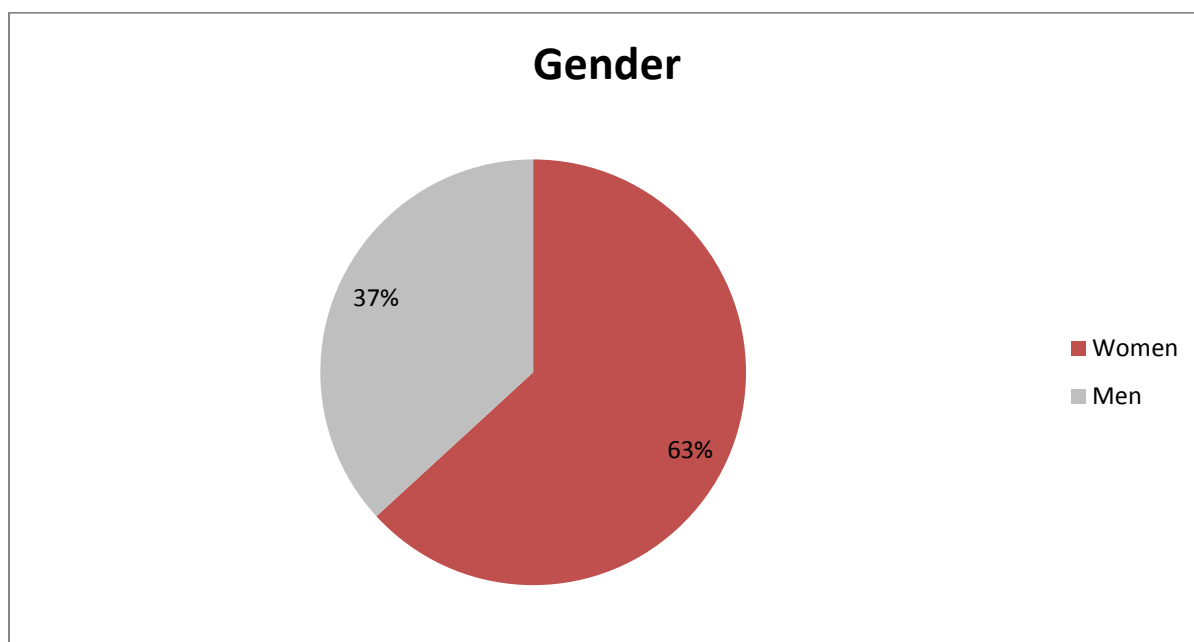
Question no.7

Gender

The analysis of the responses provided information on the gender of the respondents filling in the questionnaire. Most of the questionnaires were completed by women - 63.2%, while 36.8% were men. One respondent did not answer the question, while 277 answers were included in the research sample.

The survey included responses from a group of 12 visually impaired people from Italy. Specifying the information concerning this group, it should be stated that 91.7% were women and 8.3% were men.

Women	175
Men	102



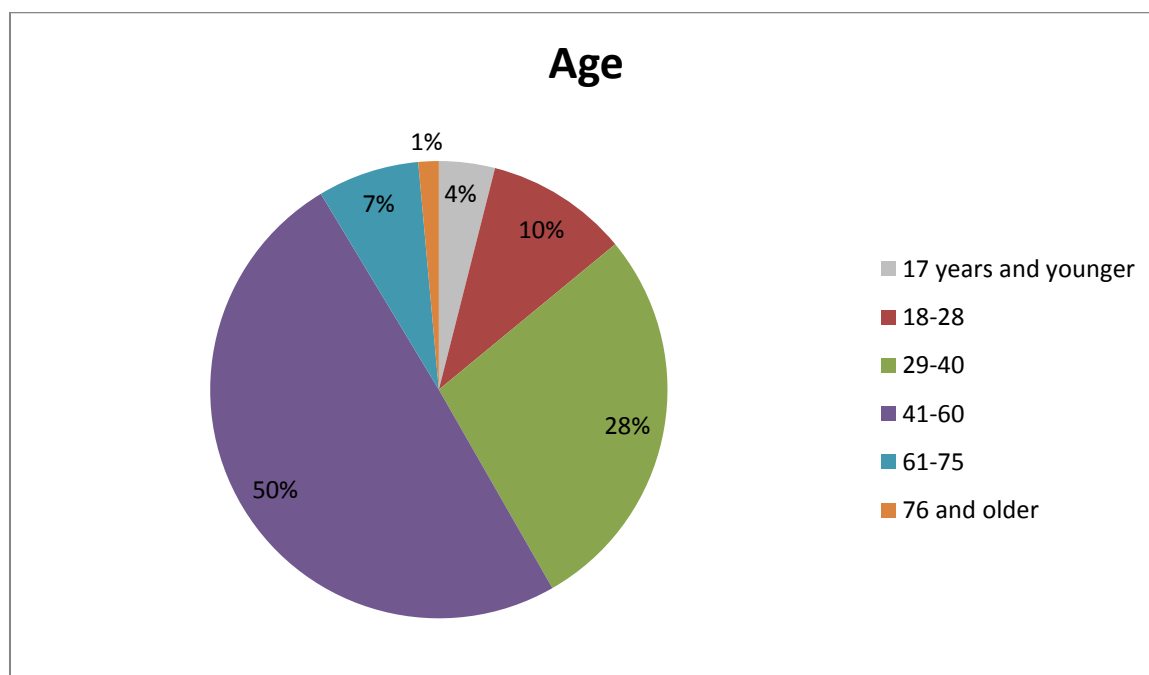
Question no. 8

Age

The analysis of the responses provided information on the age of the respondents. The largest number of respondents who completed the questionnaire was between 41 and 60 years old, which constitutes 49.6% of the total. 27.7% of the respondents aged between 29-40 years old, 10.1% were aged 18-28, 4% were 17 and younger, and only 1.4% were people aged 76 or more. It should be noted that the study showed a relatively low percentage of audiences aged 17 and under, which does not give a full picture. As you know, a large part of the cultural offer is intended for this age group. However, this is a group that usually does not take part in this type of statistical research, which is usually not directly dedicated to children and adolescents.

The survey included responses from a group of visually impaired people from Italy. Specifying the information concerning this group, it should be stated that 66.7% were people aged between 41-60 years old, and 33.3% were people between 29 and 40.

17 years old or younger	11
18-28	28
29-40	77
41-60	138
61-75	20
76 and older	4



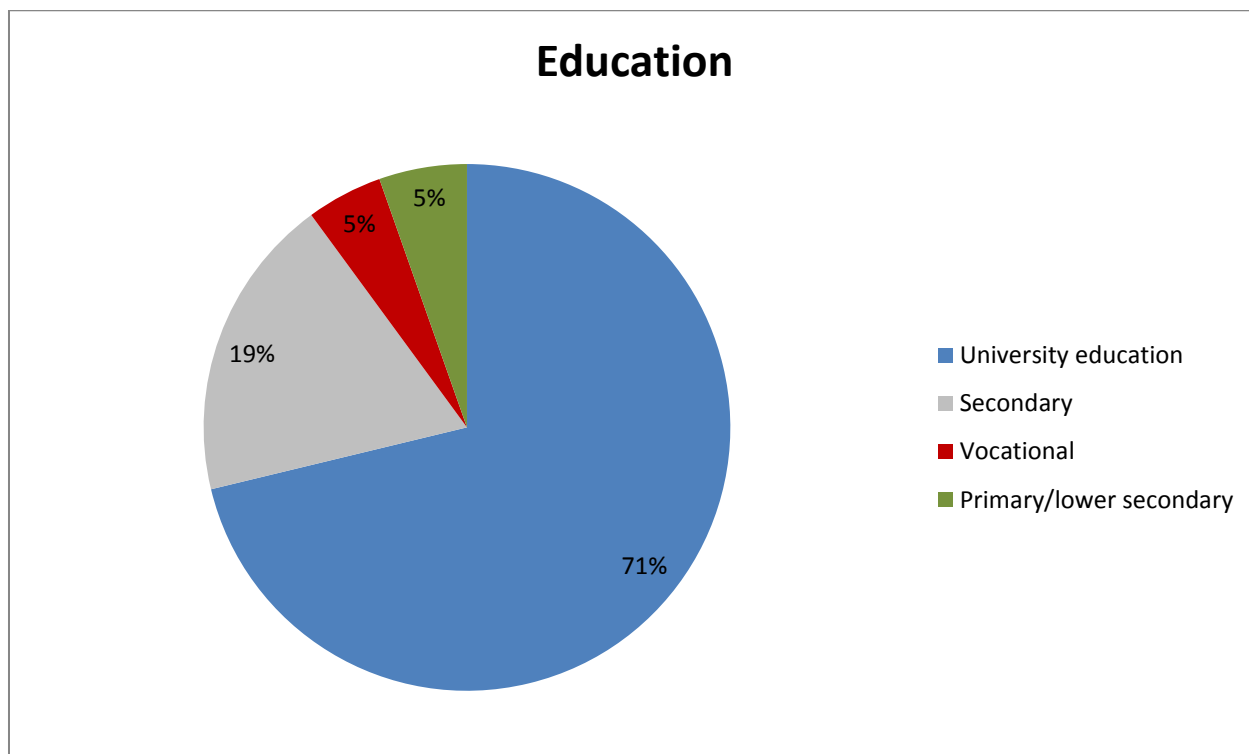
Question no.9

Education

The analysis of the answers provided information on the education of the respondents. The majority, 71.2% of the respondents who completed the questionnaire have university education, 18.7% of the respondents completed secondary education. People with primary or lower secondary education accounted for 5.4%, and 4.7% of the respondents completed vocational education.

The survey included responses from a group of visually impaired people. Specifying the information concerning this group, it should be stated that 66.7% of the people have university education, 25% completed secondary education, and 8.3% completed primary or lower secondary education.

University education	198
Secondary	52
Vocational	13
Primary/lower secondary	15



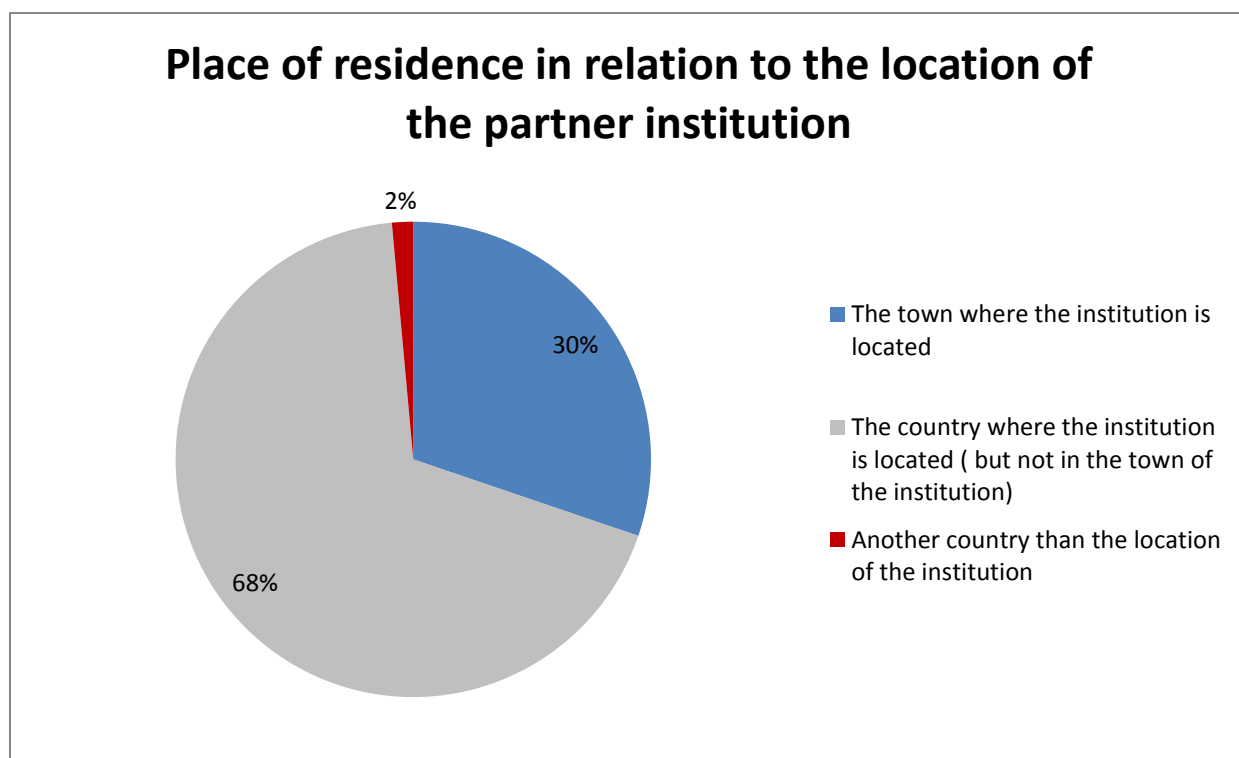
Question no. 10

Place of residence in relation to the location of the partner institution

The analysis of the answers presents general information about the place of residence of the respondents. The majority, 68.4% of respondents indicate that they live in the same country as the partner institution. 30.2% of the respondents come from the same town as the partner outlet. However, 1.4% of the respondents are people who live in another country. It should be noted that the relatively small number of the respondents who are foreigners may be caused by the COVID-19 pandemic and a decline in attendance among visitors. The time scope of the study covered the period when many institutions did not fully function under the restrictions.

The study included responses from a group of visually impaired people. Specifying the information on this group, it should be stated that 50% come from the town where the institution is located, and the remaining 50% from outside the town.

The town where the institution is located	84
The country where the institution is located (but not in the town of the institution)	190
Another country than the location of the institution	4



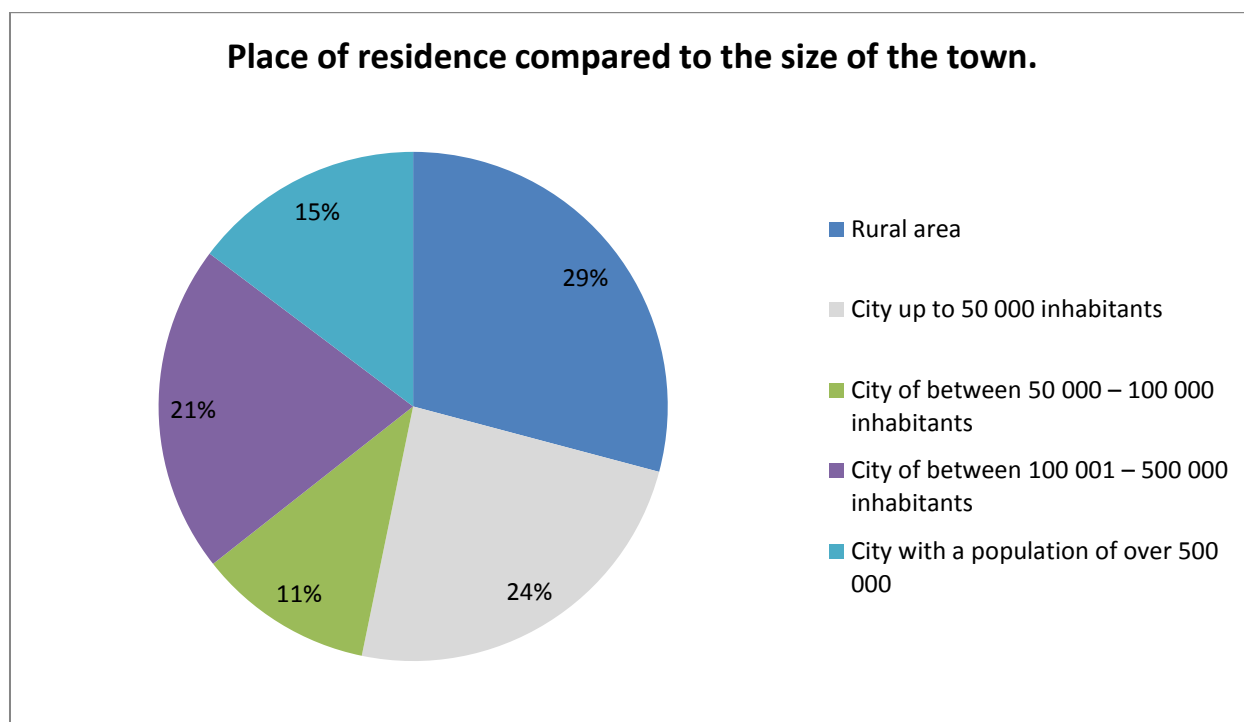
Question no. 11

Place of residence compared to the size of the town.

The analysis of the answers provided knowledge about more detailed information about the place of residence of the respondents. Most of the respondents - 29.1% live in rural areas. 24.1% of the respondents live in a town of up to 50,000 inhabitants. 21% is a group of city dwellers in the range of 100,001 to 500,000. 14.7% is a group of people living in cities with a population of more than 500,001 inhabitants, while 11.1% is represented by the group living in cities from 50,001-100,000.

The study included responses from a group of visually impaired people. Specifying the information on this group, it should be stated that 41.7% live in cities with a population between 100,000 and 500,000, 25% live in cities with a population between 50,000 and 100,000, 25% live in cities with a population of over 500,000, while 8.3% are from rural areas.

Rural area	81
City up to 50 000 inhabitants	67
City of between 50 000 – 100 000 inhabitants	31
City of between 100 001 – 500 000 inhabitants	58
City with a population of over 500 000	41



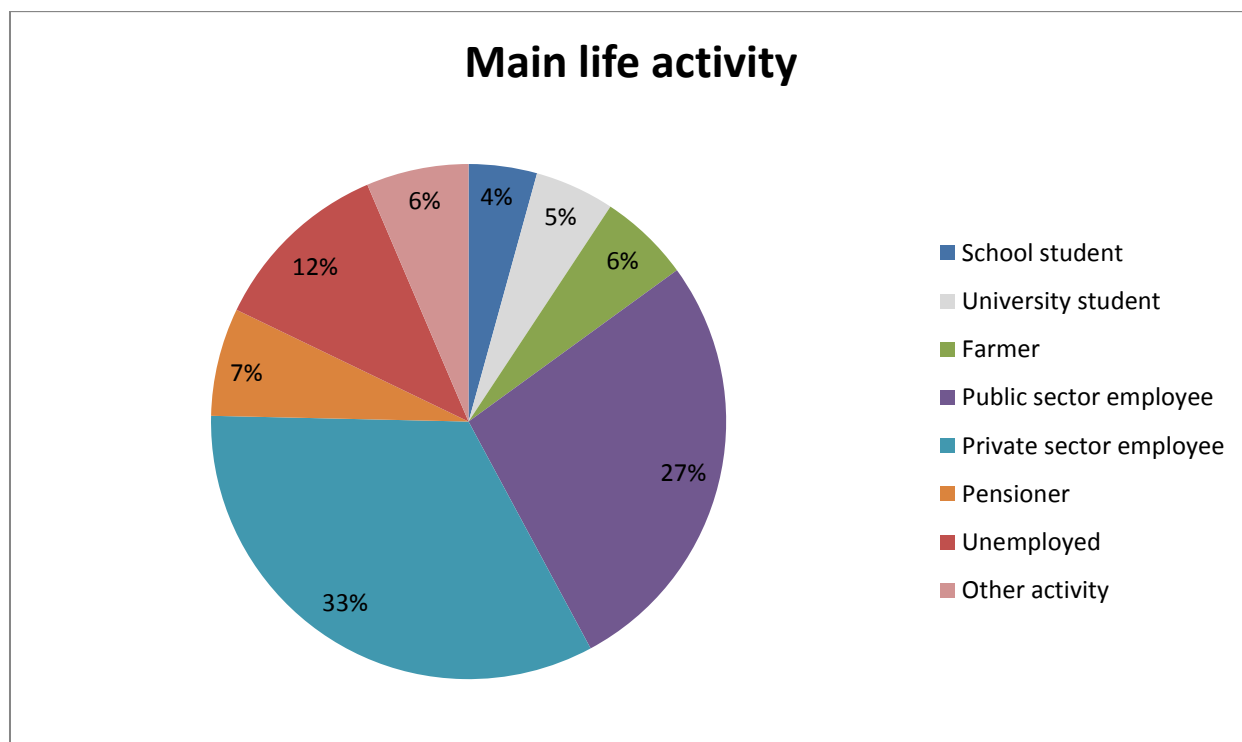
Question no. 12

Main life activity

The analysis of the answers provided information on the profile of life activity conducted by the respondents. The majority of the respondents (33.2%) work in the private sector; 27.1% are employees of the public sector, 11.4% are unemployed, 6.8% are pensioners, 6.4% of the respondents chose a different activity, 5.7% of the respondents are farmers, 5% are university students, and 4.3% attend schools.

The study included responses from a group of visually impaired people. Specifying the information on this group, it should be stated that 41.7% of the respondents work in the private sector, 25% in the public sector, 16.7% gave another answer than indicated in the survey, 8.3% are studying, 8.3% are retired.

School student	12
University student	14
Farmer	16
Public sector employee	76
Private sector employee	93
Pensioner	19
Unemployed	32
Other activity	18



3. Conclusions

The survey, which was completed by 278 respondents, contained 12 questions, and the most important questions for the project partners were questions regarding opinions on the attractiveness of the cultural offer currently presented by the partner institutions and proposals for its improvement. It should be noted that nearly 87% of 185 respondents pointed to the changes to the current offer scheme, proposing their own solutions. Only 13% of the 185 respondents considered the cultural offer of the institutions sufficient in relation to their requirements. These percentage concerns only those respondents which were possible to analyse. Concerning all number of questionnaires, the percentage changed: nearly 58% of 278 respondents pointed to the changes to the current offer scheme, proposing their own solutions. Only 4,7% of the all respondents considered the cultural offer of the institutions sufficient in relation to their requirements. Among the suggestions of the respondents on making the cultural offer more attractive, the most common position was to intensify activities of the institutions on many levels of their activities. The respondents mentioned, among others, organization of more exhibitions, profiled workshops, courses, scientific conferences, thematic meetings, historical events, etc. Innovative solutions in exhibition displays turned out to be important for the respondents. They were marked by over 54% of respondents. Under the term "innovative solutions" respondents specified, among others, multimedia presentations, interactive effects, audio effects, interactive exhibits, animations, audio guides, virtual walks, videomapping, VR and AR reality, digital interactions, technological games and interactive games for children.

Access to modern exhibition displays and educational forms and their attractiveness in larger museum centres causes an increasing demand for revision of old exhibition arrangements or models of museum education in small museums. And although when asked what attracted the most attention of visitors in museum displays, the respondents most often emphasized the uniqueness of the collections and substantive information about them (a total of over 240 responses) , second place was taken by respondents' preference of their presentation through multimedia, including interactive elements, multimedia presentations, virtual walks, films, audio effects, etc. These forms are suggested in over 151 responses, which constitutes over 54% of the total. This means that every second respondent would like to have access to innovative forms of exhibition displays or museum education.

The promotion and access to the cultural offer of the institutions also turned out to be an important aspect, which was also noted by the respondents. Small museums are poorly promoted and access to their collections is difficult for the respondents. Small museums should increase their transparency by intensifying their activities in the area of the Internet, through available means of communication with the recipient. Therefore, it is also worth intensifying the activities in terms of acquiring new audiences by providing promotional or educational content using popular online platforms.

In the study of the group of visually impaired people, it is significant that 100% of respondents report the need to introduce facilities dedicated to this group. The respondents definitely need multimedia in the form of audioguides mentioned here, which not only facilitate sightseeing, but also increase access to knowledge about the cultural heritage presented by the museums.

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