

**Documentation of statistics for  
Zoological gardens 2023**

Communication report

Placement in Statistics Denmark's subject level hierarchy:

## 1 Introduction

The purpose of the statistics is to describe the yearly opening hours and the number of visitors to Zoos, Aquariums and Botanical gardens. The statistics has been compiled since 1985. From 2021 there are only zoos and aquariums included in the statistics

## 2 Statistical presentation

The statistics is made on a yearly basis and shows the number of zoological facilities, visitors, yearly opening hours, number of informative or educational events as well as participants, invitational events and participants, number of volunteers and hours worked by volunteers, and total admission revenue for zoos and aquariums.

### 2.1 Data description

The statistics show the number of zoos and aquariums, their visits, annual opening hours, number of informative or educational events as well as participants, invitational events and participants, number of volunteers and hours worked by volunteers, and total admission revenue. In addition, if the facility receives state subsidies or not.

### 2.2 Classification system

Not relevant for these statistics.

### 2.3 Sector coverage

Culture

### 2.4 Statistical concepts and definitions

Opening hours: Annual opening hours.

Visitors: The visitors are persons who physically visited the zoo / botanical garden. It is not decisive whether the ticket has been issued in connection with visits. If there are systematically record of number of visitors, provide an estimate. Number of visitors is calculated in visitors in total and children / young people under 18 with and without learning content.

Zootypes: It distinguishes between three types of zoos:

- zoo which is state-subsidized according to the zoo-law
- Other state-supported
- Non-state-supported

### 2.5 Statistical unit

Zoological facilities: Zoos and aquariums

### 2.6 Statistical population

The population is botanical and zoological gardens and nature reserves.

## **2.7 Reference area**

Denmark.

## **2.8 Time coverage**

From 2016.

## **2.9 Base period**

Not relevant for these statistics

## **2.10 Unit of measure**

- Number of visits
- Number of zoological facilities
- Number of annual opening hours
- Number of informative or educational events
- Number of participants at informative or educational events
- Number of Invitational events
- Number of participants at invitational events
- Number of volunteers
- Number of hours worked by volunteers
- Total admission revenue incl. annual passes (in DKK)

## **2.11 Reference period**

The statistics are compiled for the calendar year.

## **2.12 Frequency of dissemination**

Annually.

## **2.13 Legal acts and other agreements**

Voluntary.

## **2.14 Cost and burden**

The cost burden is not measured.

## **2.15 Comment**

None.

### **3 Statistical processing**

The statistic is annually. The data is collected through electronic questionnaires. The collected data is validated by comparing this years numbers with the former numbers. If a zoo have large fluctuations in the number of visitors from one year to the next, Statistics Denmark contact the facility to get a clarification. Data is aggregated and if some zoo's haven't answered the questionnaire data from last year gets imported.

#### **3.1 Source data**

Yearly questionnaires to the zoos, aquariums and botanical gardens.

#### **3.2 Frequency of data collection**

Annually.

#### **3.3 Data collection**

Yearly questionnaires to the zoological facilities

#### **3.4 Data validation**

When a zoo or an aquarium has large fluctuations in the number of visitors from one year to the next, contact the facility to get a clarification. Result prioritized according to the size in terms of number of visitors. In the electronic questionnaire is controls, so the reporter can relate to to fluctuations in visitor numbers, when reporting. In addition, check for changes in annual opening hours.

#### **3.5 Data compilation**

Data is corrected for non-response but no grossing up is made. Tabulation to the StatBank Denmark.

##### **3.5.1**

#### **3.6 Adjustment**

<p>Not relevant for these statistics</p>

##### **3.6.1**

## **4 Relevance**

The users are primarily the Ministry of Cultural Affairs, The Danish Agency for Culture and Palaces and organizations engaged in activities within in the field of zoos aquariums and botanical gardens and the news media.

The user satisfaction is not measured.

### **4.1 User Needs**

The users are primarily the Ministry of Cultural Affairs, The Danish Agency for Culture and palaces organizations engaged in activities within in the field of zoos aquariums and botanical gardens and the news media.

### **4.2 User Satisfaction**

The user satisfaction is not measured.

### **4.3 Data completeness rate**

Not relevant for these statistics

## **5 Accuracy and reliability**

The statistics are compiled on the basis of (in principle) all zoos, aquariums and botanical gardens, but some non state-subsidized zoo do not answer the questionnaires. There will be the a low number of visitors for non state-subsidized zoo or gardens. State-subsidized zoo or gardens have a good coverage.

### **5.1 Overall accuracy**

The survey is voluntary. Some non- state-subsidized zoos or botanical gardens decline to report to the investigation. All state-subsidized zoo and major non- state-subsidized units report the statistics every year. There are no uncertainty calculations, but the number of visitors to non- state-subsidized zoos or botanical gardens is too low. This will have an impact on the overall number of visitors. Only few and easily accessible information is requested and therefore there is no measurement errors.

### **5.2 Sampling error**

There is no sample.

#### **5.2.1**

### **5.3 Non-sampling error**

Reporting to the statistics for zoos and botanical gardens is voluntary. Therefore some smaller zoos and botanical gardens choose not to report to the statistics. The large units report annually.

### 5.3.1

#### 5.3.1.1

#### 5.3.1.2

### 5.3.2

### 5.3.3

#### 5.3.3.1

#### 5.3.3.2

### 5.3.4

### 5.3.5

## 5.4 Quality management

Statistics Denmark follows the recommendations on organisation and management of quality given in the Code of Practice for European Statistics (CoP) and the implementation guidelines given in the Quality Assurance Framework of the European Statistical System (QAF). A Working Group on Quality and a central quality assurance function have been established to continuously carry through control of products and processes.

## 5.5 Quality assurance

Statistics Denmark follows the principles in the Code of Practice for European Statistics (CoP) and uses the Quality Assurance Framework of the European Statistical System (QAF) for the implementation of the principles. This involves continuous decentralized and central control of products and processes based on documentation following international standards. The central quality assurance function reports to the Working Group on Quality. Reports include suggestions for improvement that are assessed, decided and subsequently implemented.

## 5.6 Quality assessment

The survey is voluntary. Some smaller non state-subsidized zoos or aquariums refuse to participate. All state-supported zoos participate. On the website of Statistics Denmark there is an Excel spreadsheet containing information about individual zoos or botanical gardens.

## 5.7 Data revision - policy

Statistics Denmark revises published figures in accordance with the [Revision Policy for Statistics Denmark](#). The common procedures and principles of the Revision Policy are for some statistics supplemented by a specific revision practice.

## 5.8 Data revision practice

Only final statistics is published.

### 5.8.1

## 6 Timeliness and punctuality

The statistics are published annually approx. 5 months after the reference period.

### 6.1 Timeliness and time lag - final results

Only final figures is published.

### 6.2 Punctuality

The time of publication 2023 came out as expected.

## 7 Comparability

Data over time can be compared for state-supported zoos from 1984 until today, while for non-state-supported gardens and facilities there is a small data breach in 2010 and 2016. For zoos and aquariums with other state subsidies and those that are not subsidized by the state, there can be a variation in e.g. visitor numbers, etc., which is due to composition effects. That is it is not necessarily the same or the same number of zoos and aquariums that are included in the population or report to the statistics each year. Therefore, comparisons over time for zoos with other state subsidies and state subsidies should be made with caution.

### 7.1 Comparability - geographical

There are not known to internationally comparable figures in the field.

### 7.2 Comparability over time

Comparability concerning number of visitors is possible from 1984 onwards at the level of the individual zoo, aquarium and botanical garden.

### 7.3 Coherence - cross domain

Museum statistics also measures the number of visitors and the annual opening hours, but no comparisons between these statistics is made.



### 7.3.1

### 7.3.2

## 7.4 Coherence - internal

Not relevant for these statistics

## 8 Accessibility and clarity

The statistics are published in Nyt fra Danmarks Statistik (News from Statistics Denmark), in <http://www.statbank.dk> and on the [subject side on DST](#).

### 8.1 Release calendar

The publication date appears in the release calendar. The date is confirmed in the weeks before.

### 8.2 Release calendar access

The Release Calendar can be accessed on our English website: [Release Calendar](#).

### 8.3 User access

Statistics are always published at 8:00 a.m. at the day announced in the release calendar. No one outside of Statistics Denmark can access the statistics before they are published.

### 8.4 News release

There is no publication of news releases on this statistic.

### 8.5 Publications

Statistical Yearbook.

### 8.6 On-line database

The statistics are published in the StatBank under the subject in the following tables:

- [ZOO3](#): Activity in zoos and aquariums by category of zoo, type of zoo and activity
- [ZOO4](#): Visits to zoos and aquariums by category of zoo, type of zoo and type of visit

### 8.7 Micro-data access

There is no access micro-data.

## 8.8 Other

[Overview of the individual zoos annual attendance](#). There may be differences between the total sum of visits and opening hours etc. in the list of state-supported zoos and aquariums and statbank, which is due to the fact that the zoos for which imputation is made do not appear in the detailed list for the stat-supported zoos and aquariums.

## 8.9 Confidentiality - policy

Not relevant for these statistics

## 8.10 Confidentiality - data treatment

Not relevant for these statistics

## 8.11 Documentation on methodology

None

## 8.12 Quality documentation

Results from the quality evaluation of products and selected processes are available in detail for each statistics and in summary reports for the Working Group on Quality.

## 9 Contact

The administrative placement of these statistics are in the division of Business Dynamics. The persons responsible are:

Christian Törnfeldt, tel. +45 39 17 34 47, cht@dst.dk

### 9.1 Contact organisation

Statistics Denmark

### 9.2 Contact organisation unit

Science, Technology and Culture, Business Statistics

### 9.3 Contact name

Christian Törnfeldt

### 9.4 Contact person function

Responsible for the statistics

**9.5 Contact mail address**

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N/A