

What is Culture Market Research?

Contributed by DJS Research Ltd
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Culture market research is market research which relates to cultural pursuits and aspects of heritage such as museums, libraries and archives. Research in this sector typically relates to tracking visitor numbers, the effectiveness of branding or advertising strategies or research to ascertain the condition of certain collections and their relative popularity when compared to other attractions.

DJS Research Ltd has vast experience of carrying out culture market research - particularly with museums, libraries and archives. For more information, visit the company's home page or call them on +44 (0) 1663 767857.

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