

## KulturMonitoring (KulMon®) – Continuous visitor research for cultural and leisure institutions

KulturMonitoring (KulMon®) is the largest visitor research system in Germany, Austria and Switzerland. The Institute for Research on Cultural Participation (IKTf) is leading the project and is also responsible for its scientific supervision, innovation and quality control. The IKTf's project partner in KulMon® is *visitBerlin*.

In contrast to individual surveys, KulMon® offers **cultural and leisure institutions** the following **unique features and advantages**:

- KulMon® has a long-term focus: Designed as a long-term study, the system makes it possible for cultural and leisure institutions to observe changes in their audience over many years. This creates a reliable database for the management of cultural institutions. Success can be measured, and long-term challenges quickly identified.
- KulMon® makes comparison possible: Cultural and leisure institutions can compare their data with the average values of all participating organisations, individual industries, or – when mutually authorised – other institutions. They can then benchmark and quickly identify possible gaps in their own audience structure.
- KulMon® creates transparency: The system has a standardised survey method, mandatory core questions for all institutions and individual additional questions to enable long-term strategic and data-based work. The common database also lets several regional or national institutions work together.
- KulMon® is a non-profit and stands for scientific quality: KulMon® handles the project management of a foundation under public law and does not pursue any economic interests. Constant supervision by researchers ensures methodological quality.
- KulMon® is participatory: The KulMon® Forum brings institutions together on a regular basis, letting them contribute, network and discuss with the IKTf, the survey institute and the project partner *visitBerlin*.

KulMon® also provides an important **database for cultural policy stakeholders and cultural administrators**:

- The audience of publicly funded or also privately financed institutions now ceases to be an unknown entity. The KulMon® data provide a solid basis for the development of participation strategies by cultural policy stakeholders and administrators. Previously “perceived assumptions” are empirically tested, making it clear where action is needed.
- KulMon® shows to what extent the audience of the institutions in a location structurally corresponds to the local society (e.g., background, age, education, belonging to social milieus/lifestyles). Underrepresented social groups are statistically depicted, and funding measures or programs pursued by a cultural administration can build on them.
- KulMon® data can be used as the basis for the definition and later review of funding objectives. This creates transparency and enables dialogue between

funders and institutions. In addition to classical performance indicators such as visitor totals and finances, content objectives can be quantified and checked.

- KulMon® data can be used to derive forecasts for long-term changes in local demand. This knowledge base enables cultural policy stakeholders and administrators to develop ideas for future funding strategies regionally and nationally (municipalities, states, federal government).
- KulMon® data provide the (comparative) basis for researching non-visitors. The data allow for a comparison between the structure of the local population and the guests of publicly funded institutions.
- KulMon® also includes relevant data for tourist marketing professionals and urban development planners, promoting discussion and funding considerations beyond the cultural sector.

#### **KulMon® facts:**

- Open for cultural and leisure institutions of all types in Germany, Austria and Switzerland
- A scientific system tested for many years
- Answers to a wide range of questions posed by cultural and leisure institutions, cultural policy stakeholders and administrators, and tourist marketing professionals
- Uncomplicated data analysis through an intuitively usable online analysis platform
- Comparison/Networking possibilities with other cultural and leisure institutions, for diverse areas and across locations
- Knowledge transfer through cooperation with international partners (e.g., The Audience Agency, UK)
- Continuous optimisation thanks to the expertise of stakeholders in round tables
- Survey instruments determined by current needs of cultural and leisure institutions
- Collections, data input & adjustment by an external professional survey institute
- Project management, scientific supervision, monitoring, innovation and quality control by the IKTf
- Joining or leaving the system possible without long lead time
- Confidentiality and data protection (GDPR) are guaranteed on all levels of the system

KulMon® uses a standardised **survey method** for all cultural and leisure institutions:

- KulMon® surveys are conducted as personal surveys in cultural and leisure institutions
- KulMon® is designed as a long-term study – the standard surveys are distributed over longer periods of time (museums: usually during exhibition periods/years, theatres: usually during one or more seasons)
- Appropriate numbers of respondents are determined by the IKTf for each cultural and leisure institution each year. A critical part is the diversity in the composition of their visitors and the total visitor numbers.

Furthermore, KulMon® uses a standardised **catalogue of questions** for all cultural and leisure institutions:

- Standardised core questions are mandatory in KulMon® questionnaires. They provide relevant basic information on visitors for cultural and leisure institutions, cultural stakeholders/administrators and tourist marketing professionals
- It is also possible to book questions from a pool covering various informational needs of the organisations (e.g., communication and marketing, program and mediation, etc.)
- The pool of questions grows according to the needs of the participating cultural and leisure institutions. Participants in KulMon®, universities in Germany and abroad, studies and experts are consulted to develop new question complexes.

**Public funds are the funding basis** for KulMon®

- KulMon® was established in 2008/2009, funded by the EU and Berlin state funds at the initiative of *Berlin Tourismus* (Berlin Tourism) and Berlin's *Senatskulturverwaltung* (Senate Department for Culture and Europe). The IKTf is also funded institutionally by Berlin's Senate Department for Culture and Europe.
- Participation in KulMon is mandatory for all permanently funded cultural institutions in Berlin. At the same time, the institutions receive a grant for the annual costs of the survey and a lump sum for data analysis by experts.
- Funding bodies usually cover at least part of the costs at locations outside of Berlin in order to help the institutions to join

The process for **cultural and leisure institutions to join KulMon®** is as follows:

- Important in advance:
  - At least 5 (co-)participating cultural and leisure institutions can be found at non-active KulMon® locations
  - Cultural and leisure institutions can simply join KulMon® at already active locations (e.g., Berlin, Cologne, Dusseldorf)
- At least **6 weeks** prior to the start of collection:
  - Each cultural and leisure institution that wants to participate contacts the IKTf to determine the start time, duration and number of respondents and to conclude a contract
- At least **4 weeks** prior to the start of the survey:
  - The institution determines the desired questionnaire by using the KulMon® catalogue of questions. Public funding is available to accompany this process in Berlin
  - The institution coordinates the survey plan with the KulMon® survey institute (who? when? how? where?)

In **conducting the surveys**, each participating cultural and leisure institution has the opportunity

- to evaluate and adjust the conducting of the surveys together with the survey institute and the IKTf;
- to analyse and interpret the results regularly on their own or to be supported by independent external experts;
- to exchange the results with other participants within a KulMon® location or across multiple locations;
- to visit round tables with other institutions.

If you have any questions, please contact us at any time:

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