

Topics & questions in the KulMon® question catalogue

A uniform questionnaire with standardized, mandatory key questions and optional additional questions is used for the KulMon® surveys in all participating institutions. The pool of questions grows continuously according to the needs of the participating cultural and leisure institutions. The institutions participating in KulMon®, universities in Germany and abroad, studies and experts are consulted to develop new questions.

In this overview you will find the topics and the corresponding questions in the Kul-Mon® questionnaire. The questions are marked as (Key question) or (Additional question). Key questions are mandatory for all participating facilities and enable comparisons with the sectors and branches. From the pool of additional questions, each institution selects the questions that cover its information requirements. The key and additional questions are selected using a points system to compile the questionnaire. For legal reasons, the exact questions and answer categories are not given in this overview, only a brief description. The complete questionnaire with the exact point values for each question will only be made available to institutions when the contract is signed.



Cultural Participation & Potential Cooperation Partners

- First visit venue (Key question)
- Visit frequency on site (Key question)
- Visit frequency on site festival (Key question)
- Date of last visit (Additional question)
- Visit frequency of other venues (Additional question)
- Visits to other festival-venues (Additional question)
- Number visits current Festival (Additional question)
- Visit duration indoors (Additional question)
- Visit duration outdoors (Additional question)
- Group composition (Additional question)
- Accompanying person aged >16 years (Additional question)
- Accompanying person aged >6 years (Additional question)
- Other activities in town (Additional question)
- Visit other cultural events (Key question)
- Visit frequency other cultural events (Key question)
- Visit frequency other cultural events in town (Key question)
- Visit frequency art and cultural events such as exhibitions, performances, literary events, concerts, festivals, creative participation, etc. (Additional question)
- Association membership (Additional question)
- Artistic/Creative activities (Additional question)
- Artistic/Creative activities professions (Additional question)
- Visit permanent and special exhibitions (Additional question)
- Visit specific theatres/stages (Additional question)



Marketing & Communication

- Information cultural offers town (Additional question)
- Venue information (Key question)
- Website use venue (Additional question)
- Rating comments website use (open text) (Additional question)
- Social-Media/Messenger service use venue (Additional question)
- General Social-Media use (Additional question)
- Specific Social-Media use (Additional question)
- General Messenger service use (Additional question)
- Specific Messenger service use (Additional question)
- General media use (Additional question)
- Language skills (Additional question)
- Language skills levels (Additional question)



Motives for the Visit

- General reason for visit (Additional question)
- Specific reason for visit (Additional question)
- Motivation Museums/Heritage Sites (Additional question)
- Motivation Theaters/Concerts (Additional question)



Programm & Education

- Specific offers/areas visited (Additional question)
- Encouragement specific offers/areas (Additional question)
- Specific subjects interest (Additional question)
- Description of subject knowledge (Additional question)
- Intensity pre-visit knowledge deepening (Additional question)
- Quality of experience visit (Additional question)
- Rating program/education (Additional question)
- Rating comments (open text) (Additional question)
- Rating highlights (Additional question)
- Rating improvement (Additional question)
- Rating offers for children (Additional question)
- Rating comments offers for children (open text) (Additional question)
- Rating highlights offers for children (Additional question)
- Rating improvement offers for children (Additional question)



Service & Facilitys

- Spend at venue type (Additional question)
- Spend at venue ticket (Additional question)
- Spend at venue café, bar, restaurant, snack machine (Additional question)
- Spend at venue shop (Additional question)
- Spend at venue print material (Additional question)
- Other spend at venue other (Additional question)
- Total spend at venue (Additional question)
- Rating service (Additional question)
- Rating comments (open text) (Additional question)
- Rating highlights (Additional question)
- Rating improvement (Additional question)
- Rating shop (Additional question)



Price & Distribution

- Spontaneity visit (Additional question)
- Time interval decision visit (Additional question)
- Ticket purchase location (Additional question)
- Time interval ticket booking (Additional question)
- Subscription (Additional question)
- Encouragement free entrance (Additional question)
- Rating free entrance (Additional question)



Rating in-depth

- Rating total satisfaction (Additional question)
- Rating comments (open text) (Additional question)
- Rating highlights (Additional question)
- Rating improvement (Additional question)
- Questions, wishes, suggestions (open text) (Additional question)
- Recommendation purpose (Additional question)



Visitor Loyalty & Community & Third Place¹

- Membership (Additional question)
- Reasons membership (Additional question)
- Fundraising (Additional question)
- Potential Fundraising (Additional question)
- Image (Additional question)
- Quality of relationship venue/visitor (Additional question)
- Community & Third Place (Additional question)



Tourism & Urban Development & Carbon Footprint

- Location (Key question)
- Postal code town (Key question)
- Postal code country (Key question)
- Postal code abroad (Key question)
- District (Key question)
- Federal state (Key question)
- Location country (Key question)
- Period residence town (Additional question)
- Starting point journey town (Key question)
- Transport mode town (Key question)
- Main transport mode town (Key question)
- Transport journey distance km home (Key question)
- Transport mode venue tourists (Key question)
- Transport mode venue locals (Key question)
- Main transport mode venue (Key question)
- Transport journey distance km venue (Key question)
- Attitudes public transport (Key question)
- Use public transport Tickets (Key question)
- Reason for visit venue (Additional question)
- Reason for visit town (Additional question)
- Overnight stay (Key question)
- Number overnight stay (Key question)
- Accommodation type (Key question)
- First visit town (Additional question)

¹ In addition to the home ("first place") and the workplace ("second place"), the "third place" forms a third elementary social space that creates identity for people and their local community (meeting space).



Diversity & Visitor's Structure

- Age (Key question)
- Gender (Key question)
- Migration background (Key question)
- Family background GDR (Additional question)
- Lifestyle/Cultural Milieu (Key question)
- Formal education national/abroad (Key question)
- Formal education national (Key question)
- Formal education abroad (Key question)
- Occupation (Key question)

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