

## Facts & figures on KulturMonitoring (KulMon®)

### Continuous visitor research for cultural and leisure institutions

KulturMonitoring (KulMon®) is the largest visitor research system in the German-speaking region. The Institute for Research on Cultural Participation [Institut für Kulturelle Teilhabeforschung | IKTF] manages the project and is responsible for its scientific supervision, development and quality control. Project partners of KulMon® are *visitBerlin* (official marketing agency for Berlin as a tourism and convention destination worldwide) and *The Audience Agency/Audience Finder* (GB).

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

- KulMon® has a durable focus: designed as a long-term study, the system enables cultural and leisure institutions to observe the development of their audiences over many years. Successes can be measured and long-term challenges can be identified in good time.
- KulMon® guarantees scientific quality: The survey methodology provides data at a high-quality level, which is absolutely essential as a basis for the management of the institutions.
- KulMon® makes comparison possible: The institutions can compare their data with the average values of all participating organisations, individual sectors or – when mutual authorised – other institutions. Such benchmarking makes it possible, for example, to quickly identify gaps in the specific audience structure.
- KulMon® data is practice-oriented: On the basis of the data, institutions can develop and evaluate concrete measures, for example in the fields of programming, outreach, marketing and communication.
- KulMon® creates transparency: A standardised survey method with mandatory central questions for all institutions and individual additional questions is used. Due to the common database, regional and national institutions can collaborate to work with the data.
- KulMon® supports working with data: Participating institutions meet regularly in the KulMon® forum for networking. They can also take advantage of further trainings, evaluation groups and support from evaluation experts.
- KulMon® is non-profit: Due to the project management of a foundation under public law and within an independent non-university research institute, KulMon® does not pursue any economic interest.
- KulMon® as a shared service: Instead of selective and therefore incomparable data, the results can be made available to all cultural and leisure institutions from a single source by bundling competences and centralising the methodology, quality assurance and further development of the system.

- KulMon® is participatory and collaborative: The KulMon-System® is also continuously developed through the exchange of all project participants, such as institutions, funders, the survey institute and project partner *visitBerlin*.

## Elementary data basis for cultural policy stakeholders and cultural administrations:

- The audience of publicly funded or privately financed institutions is no longer an unknown quantity. Only a high quality of data, as guaranteed by KulMon®, provides cultural policy stakeholders and administrators with a reliable basis for the development of participation strategies. Previously felt assumptions are empirically verified and possible and necessary fields of action become visible.
- KulMon® shows to what extent the audience of the institutions corresponds structurally to the local society (e.g. origin, age, education, belonging to social milieus/lifestyles). Underrepresented social groups are statistically mapped and support measures or programmes of the cultural administration can build on this.
- KulMon® data can be used as a basis for defining and reviewing funding targets. This creates transparency and enables dialogue between funders and institutions. In addition to classic key figures such as number of visitors and finances, content-related goals can finally be quantified and reviewed.
- KulMon® data can be used to derive forecasts for long-term changes in local demand. This knowledge base enables cultural policy stakeholders and administrations to develop and evaluate ideas for future funding strategies, both regionally and nationally (municipalities, states, federal government).
- KulMon® data provides the basis for a better understanding of non-visitors. This allows a comparison of the structure of the local population and the visitors of the institutions.
- KulMon® also includes data relevant for tourism marketing professionals and urban development planners, promoting discussion and funding considerations beyond the cultural sector.

## KulMon® facts at a glance:

- open to cultural and leisure institutions of all branches in the German-speaking countries
- a system that has been tried and tested over many years and is scientifically based
- answers to a wide range of questions posed by cultural and leisure institutions, cultural policy stakeholders and administrations and tourist marketing professionals
- comparison and networking with other institutions
- uncomplicated evaluation of data and export of results through an intuitively usable online evaluation platform
- refinement of data-based work through the support structure in the KulMon® network
- survey instruments always according to the current knowledge needs of cultural and leisure institutions
- surveys, data entry and data cleaning 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
- knowledge transfer through cooperation with international partners (e.g. The Audience Agency/UK; Applaus/DK; publiq/BE, DEN, NL)
- continuous optimisation and further development by the collective of participating institutions
- confidentiality and data protection (General Data Protection Regulation of the EU (GDPR of the EU) are guaranteed on all levels of the system

#### **Standardised survey method for all cultural and leisure institutions:**

- KulMon® surveys are conducted as personal interviews.
- KulMon® is designed as a long-term study. The standardised surveys are distributed over longer periods of time (museums: usually exhibition periods/years, stages: usually one/several seasons).
- Appropriate numbers of respondents are determined by the IKTf for each institution per year. The deciding factors are the diversity in the composition of the audience and the total visitor numbers.

#### **Standardised catalogue of questions for all cultural and leisure institutions:**

- Standardised key questions are obligatory in KulMon® questionnaires. They provide relevant basic information about visitors for cultural and leisure institutions, cultural policy stakeholders and administrations as well as for tourism marketing planners.
- It is also possible to book questions from a pool covering various informational needs of the organisations (e.g. concerning communication and marketing, program and outreach work).
- The question pool grows continuously according to the needs of the participating institutions. KulMon® participants, universities in Germany and abroad, studies and experts are consulted to develop new question sets.

#### **Public funds are the financing basis of KulMon®:**

- KulMon® was created in 2008/2009, financed by EU and Berlin state funds on the initiative of Berlin Tourism and Berlin's Senatskulturverwaltung (Senate Department for Culture). The IKTf is also institutionally supported by the Berlin Senate Department for Culture.
- 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.
- In non-Berlin locations, funding institutions usually cover at least part of the costs in order to make it easier for the institutions to join.

## How to join KulMon®

### important beforehand

- At least 5 (co-) participating institutions must be found in regions that are not yet actively participating in KulMon®.
- At active locations, cultural and leisure institutions can easily join KulMon® (e.g. Berlin, Cologne, Düsseldorf).

### at least 6 weeks prior to the start of the survey

- each cultural and leisure institution wishing to participate contacts the IKTF to determine the start date, duration and number of interviewees and to conclude the 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. In Berlin, public funding is available to support this process.
- the institution coordinates the survey plan with the KulMon® survey institute.

### In the course of the surveys, each participating institution has the opportunity,

- to evaluate and adjust the process of the surveys with the survey institute and the IKTF.
- to analyse and interpret the results regularly by themselves or to be supported by independent external experts. In Berlin, public funding is available for this evaluation consulting.
- to share results with other participants within a KulMon® location or across multiple locations.
- to attend the KulMon® Forum with other institutions.

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