

## S U M M A R Y

The Institute for Museum Research (Staatliche Museen zu Berlin – Preußischer Kulturbesitz) reports annually on visitor attendance in all museums in the Federal Republic of Germany (FRG).

Government - both Federal and at the level of the 16 „Länder“ (Federal Countries) -, regional and local political bodies and cultural organizations in Germany are regarding these statistics as their most comprehensive instrument in this field.

This publication documents the 2003 survey statistical data for all German museums. The total number of museums taken into account for the 2003 survey was 6.135 (4.720 museums in former West Germany and 1.415 museums in former East Germany). 76 were newly included. The figure of 6.135 museums remains after the data of some museums have been combined (from the point of view of counting feasibility of visits) into one figure, and after leaving out some 100 from the survey which were known to be closed during all of 2003.

While the Institute for Museum Research uses an operational definition of „museum“ to enable precise counts, it is not decreeing in any way which institutions are museums and which are not. Such decision, where required, pertains to the regional organizations of museums in the Länder of Germany; as a consequence of the political structure of Germany which is federal. The museums taken into account for the annual statistics and registered in our data base, however, will normally reflect those decisions taken locally.

The quota of questionnaires for 2003 which were returned to us is 86,9%.

### **Museum attendance in 2003:**

The total number of visits counted in museums in Germany was

**98.361.816.**

Of the 6.135 museums which were asked for their attendance data, 4.929 were able to report them (80,3 %). The number of visits given above also includes attendance in special exhibitions held in museums or organized by them. Since different methods of counting are used in different museums, this figure includes also some estimated data. 9.222 special exhibitions were reported by 2.747 museums in 2003. No complete survey of all visits to special exhibitions is possible since only a few museums are able to count them as distinct from the visits to their permanent exhibitions. Therefore, in order to avoid misinterpretations, no attendance figures are being given for special exhibitions. As already mentioned, the figure of 9.222 exhibitions does **not** include neither exhibition halls (see below) nor 'Verkaufsgalerien' (sales galleries), and/or exhibitions not intended for a general public.

As compared to the preceding year, less museums were able to report special exhibitions for 2003.

As compared to 2002, the total figure of museum attendance for 2003 shows that visits in German museums have decreased by about 2,9 mio.

Table 5 on page 17 shows that 75,0 % of all museums listed reported less than 15.000 visits in 2003.

Out of 9.222 special exhibitions of 2.747 museums, a number of 8.645 were held in the respective museum itself.

Altogether, 1.300 museums have replied to our question about **marked increases or decreases of attendance figures** in their relative institutions.

For 1.281 museums (584 with reasons named), the attendance figures had significantly increased in 2003 as compared to the preceding year. Main reasons stated were increased public relations work or educational activities in museums and important special exhibitions.

716 museums named reasons for a significant decrease of the attendance figures in 2003 as compared to the preceding year. The reasons included less attractive (less important) special exhibitions and the weather (very hot summer).

A listing of causes for significant increases or decreases in attendance in the museums for 2003 as to 2002 can be found in table 2 on page 12.

Apart from this, **museum-related exhibitions** are often being shown or organized by institutions which do not have own collections. Therefore, the Institute for Museum Research within its statistics for 2003 has asked 476 further institutions (exhibition halls) organizing museum-type special exhibitions for their attendance figures. These institutions have organized 1.874 temporary exhibitions in which

**6.088.957** visits

were counted.

Also in 2003, visiting a museum belonged to the less expensive cultural activities for the German consumer; in West Germany, in 42,0 % (1.540) of museums which have answered this question no entrance fee was asked at all, in East Germany about 19 % (216) were free of charge (see table 15 on page 35 which summarizes our findings on conditions of museum visit).

The Institute for Museum Research already in 1987 had modified its own classification system for museums and is now very near to the categories employed by UNESCO (cf. UNESCO/STC/Q/853).

Altogether we have now the following classification:

1. Local history, local ethnography and regional museums
2. Art museums
3. Castles with inventory
4. Natural history and natural science museums
5. Science and technology museums
6. Archaeology and history museums
7. Complex museums with different kinds of collections
8. Specialized museums
9. Museum complexes with different kinds of museums

Due to the particular museum structure in the FRG, ethnography and anthropology museums (UNESCO 2.e) and regional museums (UNESCO 2.g) have to remain in class no. 1. Contrary to UNESCO and ICOM usage, zoological and botanical gardens as well as monuments and sites without inventory are **not** included in our survey.

Furthermore, the classification does not cover: purely commercial exhibits of private and state industry, industry fairs, churches.

Table 6 on page 21 shows the variations in attendance as correlated with the different types of museums: Item no. (1), museums for local history and local ethnography (2.802

museums), have counted about 17,0 million visits in 2003, (2) art museums (all in all 611) have counted about 17,0 million visits.

Table 4 on page 15 and table 7 on page 23 show the variation in attendance figures according to these different types of museums.

Table 8 on page 26 shows the distribution of museum types and their visitor attendance in the individual Federal Countries (Bundesländer).

In order to achieve a better compatibility with other statistical data and inquiries, especially with those of Deutscher Städtetag, we allot since 1992 the museums also to a further classification, one of administrative jurisdiction; by this method, a clearer picture of private or public maintenance of museums is achieved. Table 10 shows the distribution of museums onto this classification. It shows that approximately 56 % of museums (3.411) are under public administration, 38,8 % of museums are privately operated, and about 6 % have a mixed (public and private) governing board.

Along with our regular annual questions regarding attendance figures and conditions of visits in museums, we ask varied questions every year.

For 2003 we asked for information about volunteers. In the year 2003 about 30.000 volunteers were working in German museums (see table 29). Table 26 shows that about 49 % of the German museums are operating with honorary staff.

42,6 % of the museums employing volunteers actually organized some kind of training for them. 2/3 of the museums with 5.000 visits a year or less are employing volunteers, and so are about 50 % of the museums with visits of between 5.001 and 10.000 a year. It is only from the mid-1960s on that a considerable number of volunteers can be observed in German museums, and this is also the time from which on there is some kind of a „museum boom“ of founding new museums in Germany - including many small museums managed by volunteers. Table 30 shows that 1/4 of the museums are employing volunteers for up to 5 different task areas, another 1/4 for up to 2 task areas, the others for even more than 5. In 48,1 % of all cases, the volunteer job is a job of performing the role of a museum director. In 65 % of all cases, the volunteer job refers to giving guided tours, in 46,6 % it is „visitor services“, in 44,8 % it is the work as a guardian, in 54,3 % it refers to the conception of the permanent or temporary exhibition and in 55,7 % the installation of this exhibition, in 41,9 % the volunteers work for PR, in 37,8 % for the inventorisation of the museum objects, in 13,9 % of all cases they work for the museum shop, in 28,4 % for the archive and in 27,9 % for room cleaning. In 42,1 %, the volunteers are organising events, lectures etc.

Table 31 shows that in 80 % of the museums employing volunteers, these are retired people/pensioners, in 35 % housewives, in 45,8 % people still active in occupational life, in about 24 % younger people (i.e. students, interns, ..). The volunteers do not necessarily belong to the „friends of the museum“ or a similar organisation, this is only the case with ca. 50 % (Table 32). However, 55,9 % of the museums indicated to have, in their support, a group „friends of the museum“, 36,3 % have sponsors, 20,8 % are supported by private collectors, and in 32,9 % of the museums volunteers perform a duty as members of a museum board.