

S U M M A R Y

The Institute for Museum Studies (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 the FRG are regarding these statistics as their most comprehensive instrument in this field.

This publication documents the 2001 survey of attendance figures of museums.

The total number of museums taken into account for the 2001 survey was 5.897 (4.546 museums in former West Germany and 1.351 museums in former East Germany). 70 were newly included. The figure of 5.897 museums remains after the data of some museums have been combined (from the point of view of visitor counting feasibility) into one figure, and after leaving out some 100 from the survey which were known to be closed all 2001.

While the Institute for Museum Studies 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 2001 which were returned to us is 88,8%.

Museum attendance in 2001:

The total number of visits in museums in Germany was

102.965.544.

Of the 5.897 museums which were asked for their attendance data, 4.823 were able to report them (81,8 %). 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. 8.973 special exhibitions were reported by 2.585 museums in 2001. 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 8.973 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 2001.

As compared to 2000, the total figure of museum attendance for 2001 shows that visits in museums have increased by about 3,4 mio.

Table 4 on page 17 shows that 73,9 % of all museums listed reported less than 15.000 visits in 2001.

Out of 8.973 special exhibitions of 2.585 museums, a number of 8.347 were held in the respective museum itself.

Altogether, 1.114 museums have replied to questions about **marked increases and/or decreases of attendance figures** in their relative institutions.

For 613 museums, the attendance figures had significantly increased in 2001 as compared to the preceding year. Main reasons stated were increased public relations work or educational activities in museums, and important special exhibitions.

501 museums named reasons for a significant decrease of the attendance figures in 2001 as compared to the preceding year. The reasons included less attractive (less important) special exhibitions and organizational issues.

A listing of causes for significant increases or decreases in attendance in the museums for 2001 as to 2000 can be found in table 1 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 Studies within its statistics for 2001 has asked 494 further institutions (exhibition halls) organizing museum-type special exhibitions for their attendance figures. These institutions have organized 2.025 temporary exhibitions in which

7.658.381 visits

were counted.

Also in 2001, visiting a museum has belonged to the less expensive cultural activities for the consumer; in West Germany, in about 43 % (1.551) of museums which have answered this question no entrance fee was asked at all, in East Germany about 19 % (222) were free of charge (see table 14 on page 37 which summarize our findings on conditions of museum visit).

The Institute for Museum Studies 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 list.

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

Table 5 on page 22 shows the variations in attendance as correlated with the different types of museums: Item no. (1), museums for local history and local ethnography (2.704

museums), have counted about 18,2 million visits in 2001, (2) art museums (all in all 600) have counted about 16,3 million visits.

Table 3 on page 15 and table 2.2 on page 24 show the variation in attendance figures according to these different types of museums.

Table 9 on page 29 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 allotted since 1992 the museums also to a different classification of administrative jurisdiction; by this method, a clearer picture of private or public maintenance of museums is achieved. Table 11 shows the distribution of museums onto this classification. It shows that approximately 57 % of museums (3.351) are under public administration, 37,5 % of museums are privately operated, and about 6 % have a mixed (public and private) financial support.

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

This year we asked for information about "New Media". 83,3 % of 4.364 museums reporting on "New Media" use a homepage, CD-ROM/DVD, computer supported visitor systems, etc. (see table 23 to table 32).