CULTURE RELEVANCE MONITOR

The Importance of Cultural Offerings in Germany

2023

LIZ MOHN CENTER
Eine Initiative der BertelsmannStiftung

forsa.

IKTf Institut für Kulturelle Teilhabeforschung

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Introduction

On behalf of Bertelsmann Stiftung's Liz Mohn Center, the forsa Institute for Social Research and Statistical Analysis carried out a nationwide, representative population survey on the importance of cultural offerings in Germany.

In the study, a total of 2,505 German citizens aged 18 and over were selected via a randomised process.

The survey was carried out from 27 March to 14 April 2023 within the framework of the representative online panel forsa.omninet.

The survey's findings are presented in the following report.

The determined results can only be transferred to the general population with an error margin (in this case of +/- 2.5 percentage points), which is a possible factor in all sampling surveys.

1 Lifestyle and leisure activities

1.1 General lifestyle and interests

At the beginning of the survey, respondents were asked to state to what extent various descriptions of how people can organise their time in line with their interests applied to their current life situation.

A large majority of respondents completely agree or rather agree that security and stability is the top priority in their lives (81%), and that they always keep up to date with news and politics (77%).

Two-thirds of respondents (65% in each case) preserve the traditions and customs of their family, and find personal fulfilment very important.

More than half of respondents say they cannot afford to go on big holidays abroad regularly (58%), that there's almost nothing better than to be busy around the house and home (56%), and that they are regularly looking for new challenges and experiences (55%).

Slightly fewer than half of all respondents enjoy reading challenging books (49%), particularly enjoy life when there is always something happening (43%), and enjoy an enhanced standard of living (42%).

A third of respondents (35% in each case) state that they sometimes treat themselves to a very expensive meal in a restaurant, and are very knowledgeable about art and culture.

General lifestyle and interests I

	The respective statement is true about the current life situation			
	not at all true	not really true	rather true	completely true
	%	%	%	%
Security and stability are the top priorities in my life.	2	17	57	23
I always keep up to date with news and politics.	5	17	44	34
I preserve the traditions and customs of my family.	7	26	50	16
Personal fulfilment is important to me in my life.	4	28	51	14
I can't afford to go on big holidays abroad regularly.	12	28	30	28
There's almost nothing better for me than to be busy around the house and home.	7	36	44	12
I regularly look for new challenges and experiences.	5	39	44	11
I like to read challenging books.	17	33	36	13
I particularly enjoy life when there is always something happening.	7	49	37	6
I enjoy an enhanced standard of living.	13	43	38	5
I sometimes treat myself to a very expensive meal in a restaurant.	26	39	25	10
I am very knowledgeable about art and culture.	18	46	31	4

data not adding up to 100 percent = "don't know"/no answer

More men than women say they keep up to date with news and politics. More women than men say they like to read challenging books. Younger citizens under 30 years of age say with above-average frequency that personal fulfilment is important to them, that they regularly look for new challenges and experiences, and that they particularly enjoy life when there is always something happening. Older people aged 60 and over were more likely than average to agree that they keep up to date with news and politics, like to read challenging books, and are very knowledgeable about art and culture.

General lifestyle and interests II

The following statements are completely/rather true about the current life situation:	overall	Men	Women	18 to 29 years	30 to 44 years	45 to 59 years	60 years and over
	%	%	%	%	%	%	%
Security and stability are the top priorities in my life.	81	79	82	71	81	82	84
I always keep up to date with news and politics.	77	85	70	63	68	77	91
I preserve the traditions and customs of my family.	65	63	68	61	66	64	68
Personal fulfilment is important to me in my life.	65	66	64	79	70	63	56
I can't afford to go on big holidays abroad regularly.	58	57	59	58	60	57	57
There's almost nothing better for me than to be busy around the house and home.	56	59	54	45	52	58	62
I regularly look for new challenges and experiences.	55	56	53	64	60	51	49
I like to read challenging books.	49	42	57	43	41	44	61
I particularly enjoy life when there is always something happening.	43	44	42	56	43	40	39
I enjoy an enhanced standard of living.	42	43	42	49	44	38	42
I sometimes treat myself to a very expensive meal in a restaurant.	35	38	33	29	38	38	35
I am very knowledgeable about art and culture.	35	30	39	28	26	28	48

1.2 Frequency of leisure activities

A large majority of the citizens surveyed (90%) stated that they listen to music at least once a week. And more than half (53%) also read books at least once a week.

A far lower number of respondents say they play/practice a musical instrument at least once a week (9%), have singing lessons, attend choir rehearsals or practice singing (7%), go to dance school, the ballet or dance events (3%), or take part in theatre rehearsals or act in theatrical plays (1%). A large majority of respondents stated that they never take part in any of these leisure activities.

Performing various leisure activities I

	Pursue the following leisure activities				
	daily	at least once a week	at least once a month	less often than once a month	never
	%	%	%	%	%
Listening to music	73	17	4	4	1
Reading books	28	25	15	22	9
Playing/practicing a musical instrument	3	6	4	10	77
Singing lessons, choir rehearsals, practicing singing	1	5	2	4	87
Dance school, ballet, dance events	0	3	2	14	81
Theatre rehearsals or acting in theatrical plays	0	1	1	7	91

data not adding up to 100 percent = “don’t know”/no answer

Women and older respondents aged 60 and over are more likely than average to state that they read books at least once a week.

Younger respondents under 30 are slightly more likely to play a musical instrument at least once a week than people aged 30 and over.

Performing various leisure activities II

Pursue the following leisure activities at least once a week:	overall	Men	Women	18 to 29 years	30 to 44 years	45 to 59 years	60 years and over
	%	%	%	%	%	%	%
Listening to music	90	91	90	95	91	91	88
Reading books	53	42	63	43	42	52	64
Playing/practicing a musical instrument	9	10	8	16	9	7	6
Singing lessons, choir rehearsals, practicing singing	7	6	7	11	5	5	6
Dance school, ballet, dance events	3	2	4	5	3	3	2
Theatre rehearsals or acting in theatrical plays	1	1	1	3	1	1	1

2 Perception of leisure offerings

2.1 Interest in leisure offerings

Around half of all respondents say they generally have a strong or very strong interest in cinema/film screenings (51%) and in non-classical concerts (49%) – regardless of whether they are also currently actually attending such leisure offerings.

42 percent of respondents say they have a (very) strong interest in zoos, and 42 percent in museums. Around one-third report a (very) strong interest in musicals (35%), exhibitions (35%) and theatrical performances (34%).

Around a quarter of respondents say they have a (very) strong interest in leisure parks (28%) and classical music concerts (23%). 18 percent say this about opera, ballet and/or dance productions.

Interest in various leisure offerings I

	Have a general interest in the respective leisure offerings			
	not at all	not really	strong	very strong
	%	%	%	%
Cinema/film screenings	10	39	38	13
Non-classical music concerts (e.g. rock, pop, metal, hip-hop, schlager)	18	33	35	14
Zoos	16	42	32	10
Museums	10	47	34	8
Musicals	25	39	27	8
Exhibitions	14	50	29	6
Theatrical productions	21	45	28	6
Leisure parks	30	42	21	7
Classical music concerts	37	39	18	6
Opera, ballet, dance productions	44	37	14	4

data not adding up to 100 percent = “don’t know”/no answer

More women than men are interested in musicals, theatre, and opera, ballet and dance productions.

Young people under 30 are more likely than average to be (very) interested in cinema, non-classical concerts and leisure parks; 30–44-year-olds are more likely than average to be interested in zoos.

Older citizens over 60 are more likely than under-60s to be interested in exhibitions, theatre, classical concerts, and opera, ballet and dance.

Interest in various leisure offerings II

Have a (very) strong interest in the following leisure offerings:	overall	Men	Women	18 to 29 years	30 to 44 years	45 to 59 years	60 years and over
	%	%	%	%	%	%	%
Cinema/film screenings	51	50	51	67	60	56	33
Non-classical music concerts (e.g. rock, pop, metal, hip-hop, schlager)	49	49	49	63	54	56	33
Zoos	42	41	44	39	56	44	34
Museums	42	40	44	42	41	40	45
Musicals	35	27	43	38	32	37	35
Exhibitions	35	33	37	31	28	33	43
Theatrical productions	34	27	41	32	26	31	42
Leisure parks	28	30	27	44	45	24	13
Classical music concerts	23	19	27	23	16	18	32
Opera, ballet, dance productions	18	11	24	17	13	14	25

Respondents with a higher level of formal education are more likely than those with a lower level of formal education to have an interest in cinema, classical and non-classical concerts, museums, exhibitions, theatre, and opera, ballet and dance.

Interest in various leisure offerings III

Have a (very) strong interest in the following leisure offerings:	overall	Lower secondary school	Intermediate secondary school	A Levels, university degree
	%	%	%	%
Cinema/film screenings	51	38	47	59
Non-classical music concerts (e.g. rock, pop, metal, hip-hop, schlager)	49	40	47	55
Zoos	42	41	45	41
Museums	42	31	38	51
Musicals	35	33	36	35
Exhibitions	35	27	31	41
Theatrical productions	34	27	34	38
Leisure parks	28	24	29	29
Classical music concerts	23	14	22	28
Opera, ballet, dance productions	18	13	17	22

2.2 Use of leisure offerings

Respondents were asked to state the last time they attended various types of cultural offerings in person – i.e. not digitally or as an online event.

Half of all respondents (49%) stated that they have gone to the cinema or attended a film screening within the last 12 months. Around a third said they had visited a museum (36%), visited an exhibition (34%) or attended a non-classical music concert (33%) in the last year. Around one in four respondents had visited a zoo (27%) or attended a theatrical performance (22%) in the last 12 months.

A lower percentage of respondents stated that they had attended a classical music concert (17%), a leisure park (16%), a musical (12%) or an opera, ballet or dance performance in the last 12 months (12%).

More than a third of citizens (37% in each case) said they had never attended a classical music concert or an opera, ballet or dance performance.

Use of leisure offerings I

	Attended the respective offering in person				
	never	more than 5 years ago	more than 3 years ago	more than 1 year ago	within the last 12 months
	%	%	%	%	%
Cinema/film screenings	2	16	16	16	49
Museums	4	22	18	20	36
Exhibitions	8	20	16	19	34
Non-classical music concerts (e.g. rock, pop, metal, hip-hop, schlager)	15	25	16	11	33
Zoos	2	30	20	21	27
Theatrical productions	10	35	19	14	22
Classical music concerts	37	23	13	9	17
Leisure parks	10	41	18	15	16
Musicals	21	38	17	10	12
Opera, ballet, dance productions	37	31	12	7	12

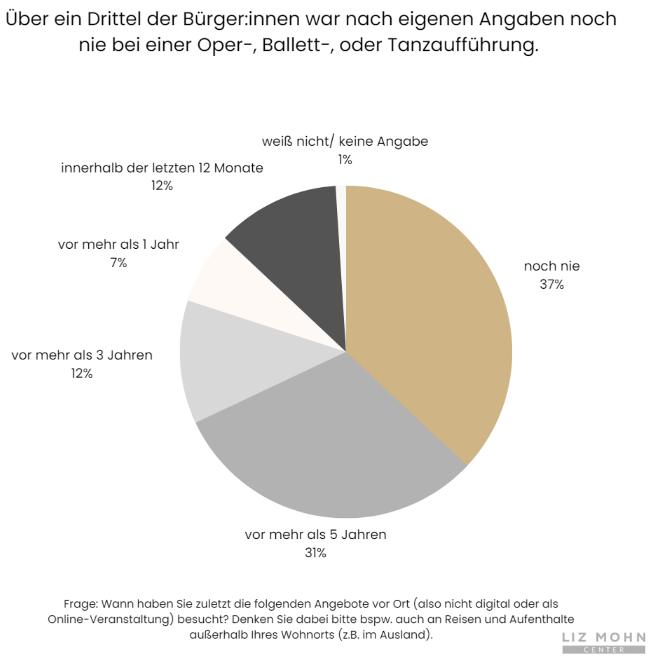
data not adding up to 100 percent = “don’t know”/no answer

Younger people under 30 were more likely than average to state that they had been to the cinema, visited a museum or attended a non-classical concert within the last year.

Respondents aged 30 to 44 were more likely than average to have visited zoos or leisure parks.

Use of leisure offerings II

Have visited the following offerings in person within the last 12 months:	overall	Men	Women	18 to 29 years	30 to 44 years	45 to 59 years	60 years and over
	%	%	%	%	%	%	%
Cinema/film screenings	49	48	50	67	57	53	32
Museums	36	35	37	50	34	34	32
Exhibitions	34	33	35	41	33	33	33
Non-classical music concerts (e.g. rock, pop, metal, hip-hop, schlager)	33	33	32	48	36	36	20
Zoos	27	27	26	25	45	23	18
Theatrical productions	22	19	24	25	17	20	24
Classical music concerts	17	14	19	17	9	14	24
Leisure parks	16	18	15	21	30	12	8
Musicals	12	11	13	16	14	14	8
Opera, ballet, dance productions	12	9	14	17	6	10	14



Respondents with a higher level of formal education stated with above-average frequency that they had visited a museum or attended an exhibition within the last 12 months.

For most of the offerings the survey asked about, people with a monthly household income of at least €4,500 are more likely than respondents with a lower income to say that they have attended them within the last year.

Use of leisure offerings III

Have visited the following offerings in person within the last 12 months:	overall	Lower secondary school	Intermediate secondary school	A Levels, university degree	Net household income (euro):			
					under 1,500	1,500 to under 3,000	3,000 to under 4,500	at least 4,500
	%	%	%	%	%	%	%	%
Cinema/film screenings	49	31	46	58	42	41	50	61
Museums	36	18	29	50	30	28	37	50
Exhibitions	34	20	28	46	24	27	38	48
Non-classical music concerts (e.g. rock, pop, metal, hip-hop, schlager)	33	21	29	41	25	28	32	44
Zoos	27	19	25	31	15	22	29	37
Theatrical productions	22	17	18	27	13	19	24	28
Classical music concerts	17	9	15	22	15	15	19	20
Leisure parks	16	10	15	20	11	13	18	22
Musicals	12	7	11	15	6	8	14	17
Opera, ballet, dance productions	12	7	9	16	12	9	14	14

Respondents were then asked to say how often they have used the various offerings within the last year.

A quarter (25%) of all respondents said that they had been to the cinema at least three times in the last 12 months.

16 percent had been to a museum at least three times in the last year, and 12 percent had attended an exhibition or had attended a non-classical music concert at least three times.

A lower percentage of respondents stated that they had been to the zoo (8%), to the theatre (7%), had attended a classical music concert (6%), visited a leisure park (4%), attended an opera, ballet or dance performance (3%), or seen a musical (1%) three times or more.

Use of leisure offerings in the last year I

Have attended the respective offerings within the last 12 months

	not at all	once	twice	three times	four times	five times or more
	%	%	%	%	%	%
Cinema/film screenings	51	10	14	10	5	10
Museums	64	9	11	7	4	6
Exhibitions	66	11	10	6	2	4
Non-classical music concerts (e.g. rock, pop, metal, hip-hop, schlager)	67	11	9	6	2	4
Zoos	73	11	8	4	2	2
Theatrical productions	78	8	6	3	2	3
Classical music concerts	83	6	4	2	1	3
Leisure parks	84	8	5	2	0	1
Opera, ballet, dance productions	88	5	3	1	1	1
Musicals	88	8	3	1	0	0

More respondents under 30 than respondents aged 30 and over had been to the cinema, a museum or a non-classical concert at least three times in the last year.

Respondents aged 30 to 44 were more likely to say that they had been to the zoo at least three times.

Use of leisure offerings in the last year II

Have attended the following offerings at least three times within the last 12 months:	overall	Men	Women	18 to 29 years	30 to 44 years	45 to 59 years	60 years and over
	%	%	%	%	%	%	%
Cinema/film screenings	25	24	26	34	26	29	18
Museums	16	14	18	22	14	15	15
Exhibitions	12	12	13	11	10	13	14
Non-classical music concerts (e.g. rock, pop, metal, hip-hop, schlager)	12	12	11	20	11	14	7
Zoos	8	8	8	5	18	7	4
Theatrical productions	7	7	8	6	3	6	12
Classical music concerts	6	5	8	3	2	5	11
Leisure parks	4	5	3	3	8	3	2
Opera, ballet, dance productions	3	3	4	3	1	2	6
Musicals	1	2	1	2	1	1	1

3 Cultural and leisure offerings in the place of residence

3.1 Opinions on cultural and leisure offerings in the place of residence

Almost two-thirds of citizens rate the cultural and leisure offerings in their place of residence or within close proximity to their place of residence as very good (16%) or fairly good (47%).

Around one-third rate the cultural and leisure offering in their place of residence as rather poor (28%) or very poor (4%).

Significant differences become apparent when evaluating these ratings on the basis of the size of the town/city in which respondents live: while fewer than half of all residents in smaller towns with a population below 5,000 rate the cultural and leisure offerings there as very or rather good, that figure rises to almost nine out of ten in large cities with a population of 500,000 or more.

Opinions on cultural and leisure offerings in the place of residence

		Rate the cultural and leisure offerings in the place of residence or within close proximity of your place of residence as			
		very poor	rather poor	rather good	very good
		%	%	%	%
overall		4	28	47	16
Men		4	30	48	14
Women		4	27	47	18
18 to 29 years		4	27	50	16
30 to 44 years		5	30	42	19
45 to 59 years		5	33	47	11
60 years and over		3	25	50	18
Size of town (population):	under 5,000	10	43	39	5
	5,000 to 20,000	6	38	44	8
	20,000 to under 100,000	3	30	52	10
	100,000 to under 500,000	2	21	57	15
	at least 500,000	1	9	42	46
Net household income (euro):	under 1,500	6	29	43	15
	1,500 to under 3,000	5	30	48	12
	3,000 to under 4,500	4	27	48	18
	at least 4,500	3	27	47	20

data not adding up to 100 percent = “don’t know”/no answer

3.2 Proximity to leisure offerings

Respondents were asked to state how long it normally takes them to travel from home to various types of cultural establishments. They were asked to consider the direct route using the mode of transport they would normally choose when travelling to the respective venue.

Around a quarter of respondents can get to their nearest cinema (25%) and the nearest event hall (23%) in less than a quarter of an hour. Only 12 percent of respondents answered that they can get to the nearest theatre in less than 15 minutes.

On average, people need 22 minutes to get to their nearest cinema, 26 minutes to get to their nearest event hall, and 31 minutes to get to their nearest theatre.

Proximity to various leisure offerings I

Time needed to get from home to the respective venues

	up to under 15 minutes	15 to under 30 minutes	30 to under 60 minutes	60 to under 90 minutes	at least 90 minutes	Average (minutes)
	%	%	%	%	%	
To the nearest cinema	25	47	23	2	1	21.8
To the nearest event hall	23	34	27	6	2	25.9
To the nearest theatre	12	33	34	8	2	31.0

data not adding up to 100 percent = "don't know"/no answer

Respondents from smaller towns with fewer than 20,000 residents need longer than average to get to the nearest cinema, the nearest event hall or the nearest theatre than people in larger towns and cities.

Proximity to various leisure offerings II

Average time (in minutes) needed to get from home to the following venues:	overall	Size of town (population):				
		under 5,000	5,000 to under 20,000	20,000 to under 100,000	100,000 to under 500,000	at least 500,000
To the nearest cinema	21.8	25.1	23.4	20.8	20.5	19.7
To the nearest event hall	25.9	31.5	27.4	23.2	22.7	26.9
To the nearest theatre	31	35.6	37.2	30.1	23.0	27.9

3.3 Connectedness to cultural institutions at the place of residence

8 percent of respondents feel very connected to the cultural institutions and events venues (e.g. theatre, cinema or museums) in their immediate vicinity/in their place of residence. 35 percent feel fairly connected to them.

35 percent and 14 percent, respectively, stated that they don't really or don't at all feel connected to the cultural institutions and events venues in their place of residence.

6 percent of respondents stated that there are no cultural institutions or event venues in their place of residence.

Citizens who live in large cities with a population of 500,000 or more are more likely to feel very or fairly connected to the cultural institutions and events venues there.

Connectedness to cultural institutions and events venues at the place of residence

		Feel connected to cultural institutions and events venues in their immediate vicinity/in their place of residence				
		very connected	fairly connected	not very connected	not connected at all	no venues locally
		%	%	%	%	%
overall		8	35	35	14	6
Men		6	35	36	15	6
Women		10	35	35	12	7
18 to 29 years		6	29	43	12	7
30 to 44 years		5	34	36	17	7
45 to 59 years		7	37	33	16	6
60 years and over		11	37	34	11	6
Size of town (population):	under 5,000	2	27	40	13	16
	5,000 to 20,000	6	31	33	15	12
	20,000 to under 100,000	7	38	36	14	4
	100,000 to under 500,000	9	38	37	14	0
	at least 500,000	14	39	33	11	0
Net household income (euro):	under 1,500	5	27	43	16	8
	1,500 to under 3,000	9	34	34	14	7
	3,000 to under 4,500	8	38	33	13	7
	at least 4,500	8	39	36	12	4

data not adding up to 100 percent = “don’t know”/no answer

4 Theatre venues

4.1 Opinions of offerings in theatre venues

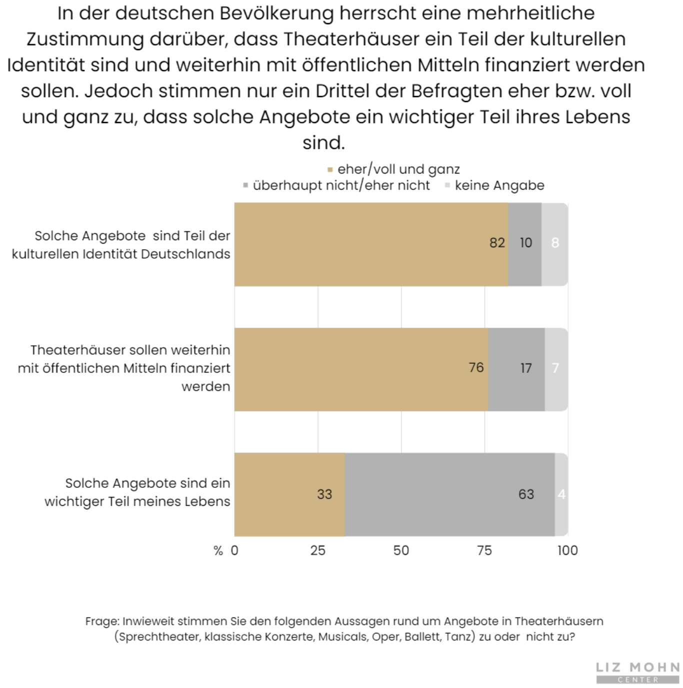
Respondents were asked to state to what extent they agreed with various statements regarding cultural offerings in theatre venues (spoken theatre, classical concerts, musicals, opera, ballet, dance).

A large majority of respondents completely/rather agreed that cultural offerings in theatre venues should be preserved for future generations (90%), that they are part of Germany's cultural identity (82%) and should continue to be financed from the public purse/tax money (76%). More than half (58%) stated that they really enjoyed visits to theatre venues when they were a child or teenager.

47 percent say that such cultural offerings are important for their relatives and friends, and 41 percent regularly attended such cultural offerings during their childhood and teenage years. For one-third of respondents (33%), cultural offerings in theatre venues are an important part of their life.

One-third of respondents (33%) feel that such cultural offerings do not cater to them. A quarter of those surveyed (25%) feel out of place in theatre venues.

17 percent completely or rather agree that tickets for cultural offerings in theatre venues should generally be free. 11 percent stated that they don't know how they are supposed to behave in theatre venues.

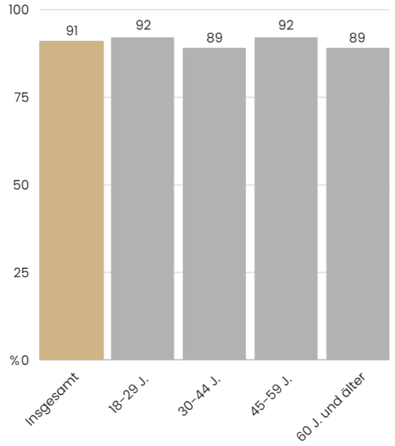


Opinions of offerings in theatre venues I

	Agree with the respective statement on cultural offerings in theatre venues			
	not at all true	not really true	rather true	completely true
	%	%	%	%
These cultural offerings should be preserved for future generations.	2	3	39	52
These cultural offerings are part of Germany’s cultural identity.	2	8	48	34
Theatre venues should continue to be financed with public money/tax money.	5	12	40	36
In my childhood or youth, I usually enjoyed attending such events.	12	20	38	20
These cultural offerings are important to my friends and relatives.	14	31	38	10
I regularly attended these kinds of cultural events during my childhood and youth.	21	33	29	12
Such cultural offerings are an important part of my life.	26	37	24	9
Most of these offerings are not targeted at people like me.	23	34	26	7
I feel out of place in such venues.	38	31	19	7
Tickets for such cultural offerings should generally be free.	27	50	14	3
I don’t know how I am supposed to behave in theatre venues.	59	26	9	2

data not adding up to 100 percent = “don’t know”/no answer

Eine große Mehrheit der Befragten stimmt voll und ganz bzw. eher zu, dass Angebote in Theaterhäusern für kommende Generationen erhalten bleiben sollen.



Frage: Inwieweit stimmen Sie den folgenden Aussagen rund um Angebote in Theaterhäusern (Sprechtheater, klassische Konzerte, Musicals, Oper, Ballett, Tanz) zu oder nicht zu?: Solche Angebote sollen für kommende Generationen erhalten bleiben.

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Women are more likely than men to state that they regularly attended theatre venues during their childhood and teenage years and enjoyed it. They are also more likely to see cultural offerings in theatre venues as an important part of their life.
More men than women state that the cultural offerings in theatre venues do not cater to people like them and that they feel out of place there.

Younger respondents under 30 say with above-average frequency that cultural offerings in theatre venues do not cater to people like them, that they feel out of place there, and that they don't know how they are supposed to behave there.

Older citizens aged 60+ are more likely than average to state that such cultural offerings are important for their relatives and friends, and are an important part of their life.

Opinions of offerings in theatre venues II

The following statements on cultural offerings in theatre venues are completely or rather true:	overall	Men	Women	18 to 29 years	30 to 44 years	45 to 59 years	60 years and over
	%	%	%	%	%	%	%
These cultural offerings should be preserved for future generations.	90	90	91	92	89	92	89
These cultural offerings are part of Germany's cultural identity.	82	81	83	80	76	84	85
Theatre venues should continue to be financed with public money/tax money.	76	76	76	79	68	76	79
In my childhood or youth, I usually enjoyed attending such events.	58	51	65	58	56	55	61
These cultural offerings are important to my friends and relatives.	47	45	50	37	38	46	59
I regularly attended these kinds of cultural events during my childhood and youth.	41	36	47	42	42	39	43
Such cultural offerings are an important part of my life.	33	26	40	23	22	34	44
Most of these offerings are not targeted at people like me.	33	40	26	43	37	35	24
I feel out of place in such venues.	25	32	19	39	33	26	14
Tickets for such cultural offerings should generally be free.	17	14	20	21	16	16	17
I don't know how I am supposed to behave in theatre venues.	11	13	10	23	15	9	5

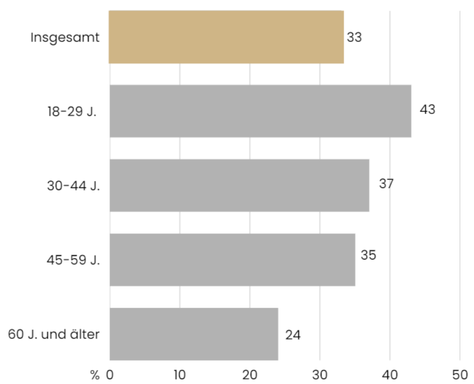
People with a higher level of formal education are more likely than respondents with a lower level of formal education to state that theatre venues should continue to be funded from the public purse, that they regularly attended theatre venues in their childhood and teenage years and enjoyed it, and that these offerings are important to them and to their relatives and friends.

An above-average number of respondents with a lower level of formal education feel out of place in theatre venues.

Opinions on offerings in theatre venues III

The following statements on cultural offerings in theatre venues are completely or rather true:	overall %	Lower secondary school %	Intermediate secondary school %	A Levels, university degree %
These cultural offerings should be preserved for future generations.	90	86	89	94
These cultural offerings are part of Germany's cultural identity.	82	76	82	85
Theatre venues should continue to be financed with public money/tax money.	76	65	74	82
In my childhood or youth, I usually enjoyed attending such events.	58	44	57	65
These cultural offerings are important to my friends and relatives.	47	38	46	53
I regularly attended these kinds of cultural events during my childhood and youth.	41	30	38	49
Such cultural offerings are an important part of my life.	33	26	33	36
Most of these offerings are not targeted at people like me.	33	35	34	32
I feel out of place in such venues.	25	35	25	22
Tickets for such cultural offerings should generally be free.	17	19	16	17
I don't know how I am supposed to behave in theatre venues.	11	15	10	11

Unter 30-Jährige meinen überdurchschnittlich häufig, dass sich Theaterhäuser nicht an Menschen wie sie richten.



Frage: Inwieweit stimmen Sie den folgenden Aussagen rund um Angebote in Theaterhäusern (Sprechtheater, klassische Konzerte, Musicals, Oper, Ballett, Tanz) zu oder nicht zu?: Die meisten Angebote richtigen sich nicht an Menschen wie mich.

LIZ MOHN CENTER

4.2 Expectations of theatre venues

In Germany, there is a theatre in most larger towns. Respondents were asked to say what they personally expect from these theatres.

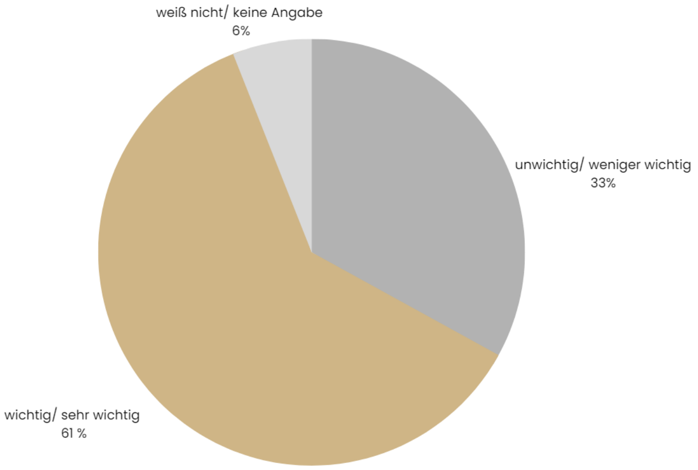
A large majority of respondents think it is important or very important that theatre venues set prices to enable people from all social spheres to attend (89%), and that they programme productions specially targeted at children and teenagers (85%), that make people laugh (83%) and that are easy for everyone to understand (81%), and that they function a meeting point for people (80%).

Three-quarters of respondents think it is (very) important that theatre venues give amateur groups (e.g. amateur theatre groups or orchestras) opportunities to perform (74%) and that they put on new and contemporary productions (73%). Slightly less than two-thirds of respondents think it is (very) important that theatre venues show classic works by important playwrights (63%) and initiate social and political discussions (61%). Around half (51%) of respondents think it is important that theatre venues offer more casual events with something to eat and drink.

43 percent think it is (very) important that theatre venues show artistic experiments; 37 percent, that they feature famous artists (e.g. actors or presenters) in productions.

29 percent think it is (very) important that theatre venues give people the opportunity to contribute their ideas to the design of the programme. 13 percent think it is important that productions are shown in which people can spontaneously join in.

Dass Theaterhäuser gesellschaftliche und politische Diskussionen anstoßen, halten fast zwei Drittel der Bürger:innen für (sehr) wichtig.



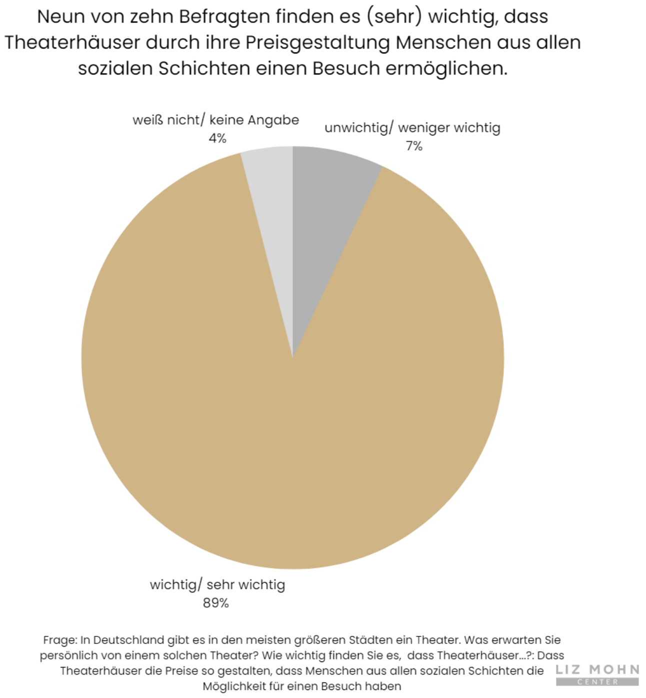
Frage: In Deutschland gibt es in den meisten größeren Städten ein Theater. Was erwarten Sie persönlich von einem solchen Theater? Wie wichtig finden Sie es, dass Theaterhäuser...?: Dass Theaterhäuser gesellschaftliche und politische Diskussionen anstoßen.

Expectations of theatre venues I

Find it... that theatres...

	not important %	less important %	important %	very important %
Set prices to enable people from all social spheres to attend	2	5	43	46
Put on shows that are specially targeted at children and teenagers	3	8	51	34
Put on shows that make people laugh	2	10	50	33
Put on shows that everyone can understand	3	12	55	26
Be a meeting place for people	3	12	56	24
Give amateur groups (e.g. amateur theatre groups or orchestras) opportunities to perform	4	16	54	20
Put on new and contemporary productions	4	17	58	15
Show classic works by important playwrights	6	24	47	16
Initiate social and political discussions	8	25	44	17
Offer casual events with something to eat and drink	10	34	42	10
Show artistic experiments	12	37	36	6
Feature famous artists (e.g. actors or presenters) in productions	13	44	31	6
Give people the opportunity to contribute their ideas to the design of the programme	17	45	25	4
Put on productions in which people can spontaneously join in	33	46	11	2

data not adding up to 100 percent = “don’t know”/no answer



Women are slightly more likely than men to state that it is (very) important that theatre venues put on shows that are specially targeted at children and teenagers, and that are easy for everyone to understand.

An above-average number of people under 30 think it is important that theatre venues put on new and contemporary productions, offer casual events with something to eat and drink, show artistic experiments, and give people the opportunity to contribute their ideas to the design of the programme.

Older respondents over 60 are more likely than average to state that theatre venues should feature famous artists in productions.

Expectations of theatre venues II

Find it (very) important that theatre venues…	overall	Men	Women	18 to 29 years	30 to 44 years	45 to 59 years	60 years and over
	%	%	%	%	%	%	%
Set prices to enable people from all social spheres to attend	89	85	92	93	85	87	90
Put on shows that are specially targeted at children and teenagers	85	79	90	88	83	83	86
Put on shows that make people laugh	83	81	85	89	83	85	80
Put on shows that everyone can understand	81	76	86	81	74	81	85
Be a meeting place for people	80	76	84	79	74	82	83
Give amateur groups (e.g. amateur theatre groups or orchestras) opportunities to perform	74	69	78	77	66	75	76
Put on new and contemporary productions	73	71	76	84	70	74	69
Show classic works by important playwrights	63	59	67	66	64	57	65
Initiate social and political discussions	61	60	61	67	60	57	61
Offer casual events with something to eat and drink	51	52	51	67	54	52	42
Show artistic experiments	43	42	43	60	45	42	33
Feature famous artists (e.g. actors or presenters) in productions	37	36	39	32	29	35	47
Give people the opportunity to contribute their ideas to the design of the programme	29	27	30	43	31	27	23
Put on productions in which people can spontaneously join in	13	11	15	13	14	12	13

4.3 Cultural education of children and teenagers by theatre venues

A large majority of citizens think it is very important (57%) or important (34%) that there are theatre venues that contribute to the cultural education of children and teenagers.

Very few respondents say that this is not very important (5%) or completely unimportant for them (1%).

Older people aged 60 and over and people who live in large cities with a population of 500,000 or more are more likely to state that they think it is important that there are theatre venues that contribute to the cultural education of children and teenagers.

Cultural education of children and teenagers by theatre venues

		That there are theatre venues that contribute to the cultural education of children and teenagers is...			
		very important %	important %	less important %	not important %
overall		57	34	5	1
Men		49	39	8	2
Women		64	30	3	1
18 to 29 years		50	40	8	1
30 to 44 years		50	37	8	2
45 to 59 years		54	35	6	1
60 years and over		67	29	2	1
Size of town: (population)	under 5,000	48	43	5	2
	5,000 to 20,000	54	36	6	2
	20,000 to under 100,000	57	34	5	1
	100,000 to under 500,000	59	33	5	2
	at least 500,000	65	28	4	1
Lower secondary school		48	39	7	2
Intermediate secondary school		57	34	6	1
A Levels, university degree		61	33	4	1

data not adding up to 100 percent = “don’t know”/no answer

4.4 More frequent visits to theatre venues

Respondents were asked what would have to change for them to make more frequent use of the cultural offerings at theatre venues (i.e. spoken theatre, classical concerts, musicals, opera, ballet and dance).

40 percent of respondents indicated that theatre venues would have to have more cultural offerings that interested them before they would attend more often. 29 percent would have to have more leisure time, and for 28 percent of respondents, the tickets would need to be cheaper or free for them to be able to attend the theatre more often.

20 percent would need someone to accompany them for such visits, 14 percent would like it to be easier and cheaper to travel to theatre venues. 11 percent say that their health would have to improve, and 11 percent say that the quality of the cultural offerings would have to be better.

What would have to change to increase the frequency of attendance at theatre venues? – Offerings and personal situation I

The following would have to change for them to attend the cultural offerings of theatre venues more often than previously:	overall	Men	Women	18 to 29 years	30 to 44 years	45 to 59 years	60 years and over
	%	%	%	%	%	%	%
The theatre venues would have to have more offerings that interested me.	40	42	38	51	40	39	35
I would have to have more free time.	29	29	28	42	43	35	8
Tickets would have to be cheaper or free for me.	28	22	34	38	28	24	26
It would have to be easier to find an accompanying person for such visits.	20	15	25	31	21	16	17
The journey to the venue would have to be easier and cheaper.	14	13	15	12	12	13	17
My health/physical condition would have to improve.	11	7	14	2	6	9	19
The quality of the cultural offerings would have to be better.	11	12	9	12	11	9	11
None of these	19	22	16	14	20	19	21

Total percentage greater than 100 because multiple responses possible

Citizens with a monthly net household income of less than €1,500 are more likely than average to say that the tickets would have to be cheaper or free for them to allow them to attend theatre venues more often.

People with an income of at least €4,500 are more likely than average to state that they would need to have more free time.

What would have to change to increase the frequency of attendance at theatre venues? Offerings and personal situation II

The following would have to change for them to attend the cultural offerings of theatre venues more often than previously:	overall	Lower secondary school	Intermediate secondary school	A Levels, university degree	Net household income (euro):			
					under 1,500	1,500 to under 3,000	3,000 to under 4,500	at least 4,500
	%	%	%	%	%	%	%	%
The theatre venues would have to have more offerings that interested me.	40	32	36	46	33	36	41	44
I would have to have more free time.	29	17	23	39	24	21	28	44
Tickets would have to be cheaper or free for me.	28	25	27	29	54	29	27	15
It would have to be easier to find an accompanying person for such visits.	20	16	20	22	27	26	18	13
The journey to the venue would have to be easier and cheaper.	14	15	16	12	20	15	16	7
My health/physical condition would have to improve.	11	18	12	7	23	13	9	4
The quality of the cultural offerings would have to be better.	11	9	10	11	11	10	11	11
None of these	19	26	21	15	12	19	21	21

A quarter (28%) of respondents say they would need easier access to information about interesting offerings before they would attend theatre venues more often.

13 percent would like to see more diverse and varied offerings in terms of the topics, 6 percent want more options for childcare during the events.

2 percent of respondents would like to see offerings in languages other than German, more inclusive offerings (e.g. for visually/hearing impaired people), and opportunities to actively contribute to programmes.

Respondents under 30 are more likely than average to state that they would like easier access to information about interesting offerings, while 30–44-year-olds want more childcare options.

What would have to change to increase the frequency of attendance at theatre venues? – Accessibility and diversity I

The following would have to change for them to attend the cultural offerings of theatre venues more often than previously:	overall	Men	Women	18 to 29 years	30 to 44 years	45 to 59 years	60 years and over
	%	%	%	%	%	%	%
I would have to be able to access information on interesting offerings more easily.	28	24	32	42	29	27	22
The offerings would have to be more diverse and varied in terms of topics.	13	12	15	21	9	13	13
There would have to be more options for childcare during the events.	6	7	6	4	20	4	0
There would have to be more offerings in languages other than German (too).	2	3	2	7	3	2	1
Offerings would have to be more inclusive (e.g. for visually/hearing impaired people).	2	2	2	3	2	1	3
There would have to be more opportunities to actively contribute to programmes.	2	2	2	4	2	2	1
None of these	52	56	48	41	47	55	58

Total percentage greater than 100 because multiple responses possible

4.5 Preferences when buying tickets for theatre venues

Respondents were asked to state how attractive various ticket outlets would be for them if they were to buy tickets for a visit to a theatre venue.

A large majority of respondents (89%) stated that booking online is a very or fairly attractive option for them.

Buying tickets in the area you live in (59%), placing a telephone order with the theatre directly (57%) and buying tickets from a local ticket office or travel agent (54%) are all very or fairly attractive options for more than half of all respondents.

Attractiveness of various ticket outlets I

If you were buying tickets for a visit to the theatre, would the following ticket outlets be...

	not at all attractive %	less attractive %	rather true attractive %	very attractive %
Internet/online booking	2	6	30	59
Ticket purchase in the area you live in	10	27	41	17
Telephone order directly with the theatre	15	24	40	18
Local ticket office/ travel agent	14	29	42	12

data not adding up to 100 percent = “don’t know”/no answer

More women than men say that buying tickets in the area they live in would be an attractive option.

As people get older, ordering tickets by phone from the theatre directly and buying tickets from a local ticket office or travel agent becomes an increasingly attractive option.

Attractiveness of various ticket outlets II

The following ticket outlets are very or fairly attractive:	overall	Men	Women	18 to 29 years	30 to 44 years	45 to 59 years	60 years and over
	%	%	%	%	%	%	%
Internet/online booking	89	89	89	96	92	91	83
Ticket purchase in the area you live in	59	51	65	55	59	60	59
Telephone order directly with the theatre	57	54	61	32	44	61	74
Local ticket office/travel agent	54	50	58	39	46	59	62

Respondents were also asked to state how attractive they find various kinds of theatre tickets and general conditions for the purchase of theatre tickets.

Two-thirds of citizens (64% in each case) find vouchers that can be used for any event and last-minute purchases very or fairly attractive.

Combi tickets for multiple promoters/event organisers are of interest to half (50%) of respondents.

Only a quarter of respondents stated that long advance booking periods (28%) and subscriptions (26%) are attractive for them.

Attractiveness of various types of ticket and general conditions for the purchase I

If you were buying tickets for a visit to the theatre, would the following types of theatre ticket/general conditions for the purchase of theatre tickets be...

	not at all attractive %	less attractive %	rather true attractive %	very attractive %
Vouchers that can be used for any event	8	20	47	17
Last-minute sales	7	21	43	21
Combi tickets for multiple promoters/event organisers	11	30	40	10
Long advance booking periods	22	41	25	4
Subscriptions	27	40	21	5

data not adding up to 100 percent = “don’t know”/no answer

Young people under 30 were more likely than average to state that they find vouchers that can be used for any event, last-minute sales and combi tickets for multiple promoters/event organisers attractive.

Subscriptions are most likely to be regarded as attractive by respondents aged 60 and over.

Attractiveness of various types of ticket and general conditions for the purchase II

The following types of theatre ticket/general conditions for the purchase are very or fairly attractive:	overall	Men	Women	18 to 29 years	30 to 44 years	45 to 59 years	60 years and over
	%	%	%	%	%	%	%
Vouchers that can be used for any event	64	60	69	78	69	64	56
Last-minute sales	64	59	69	74	69	66	56
Combi tickets for multiple promoters/event organisers	50	48	52	63	54	52	41
Long advance booking periods	28	31	25	33	27	27	27
Subscriptions	26	23	28	23	17	24	34

5 Legal notice and contact

Study design and demography

On behalf of Bertelsmann Stiftung's Liz Mohn Center, the forsa Institute for Social Research and Statistical Analysis carried out a nationwide, representative population survey on the importance of culture in Germany. The new instrument is called Culture Relevance Monitor, and it will be repeated in 2025 and 2027. 2,505 citizens in Germany aged 18 and over were surveyed between 27 March and 14 April 2023. The respondents were contacted by phone and invited to take part via an online panel.

This Culture Relevance Monitor was produced with advisory support from the Institute for Research on Cultural Participation Berlin (IKTf).

IKTf Institut für Kulturelle Teilhabeforschung

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About the Liz Mohn Center

The Liz Mohn Center was founded in 2022 as an initiative of Bertelsmann Stiftung, and it continues the work of Liz Mohn in an independent institution. The Liz Mohn Center pursues the goal of promoting global knowledge transfer through a variety of activities in order to improve the quality of decisions made by leaders in the fields of politics, business and culture on the basis of sound evidence; supporting managers to lead in sustainable and responsible ways; developing understanding between nations and cultures; and fostering the personal development of young talents from all social spheres. The Liz Mohn Center is a non-profit limited company. More information: www.Liz-Mohn-Center.de

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