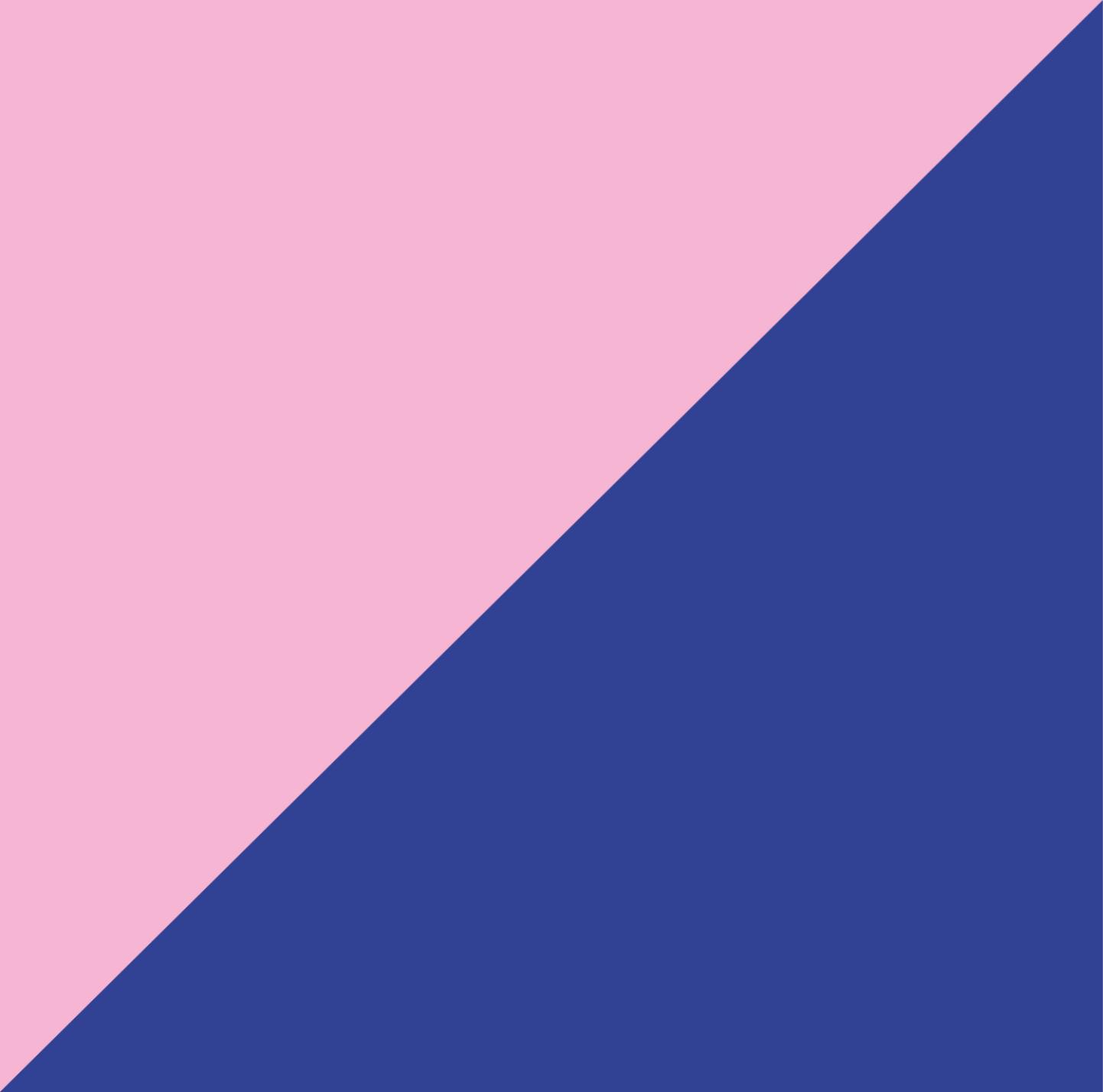


WE ARE COUNTING ON MUSEUMS

MUSEUMS:
BY THE
NUMBERS

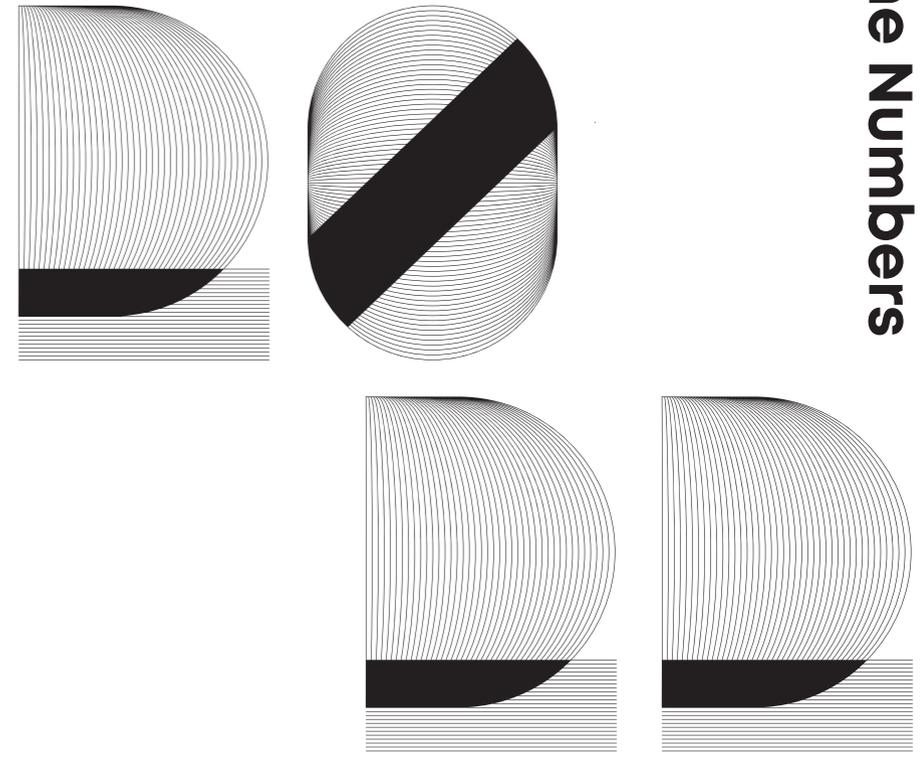
2022

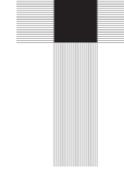
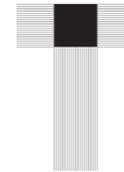




Museums

By the Numbers





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By the Numbers: trust

Dear Friends of the German Museum Community,

The year 2022 marked an important turning point for museums in Germany. After the challenges of preceding years, defined by the COVID-19 pandemic and its resulting restrictions, 2022 brought the beginning of a gradual recovery. Many people once again felt the need to experience culture in person, and museums recorded a clear rise in visit numbers – although the figures for the 2022 reporting year had not yet returned to their 2019 levels.

At the same time, museums and exhibition halls faced new challenges. The global energy crisis, triggered by Russia's war of aggression against Ukraine, was clearly palpable. Worldwide conflicts and crises left their mark on society as a whole. When we began collecting our survey data in the spring of 2023, trust in democratic institutions and in science was declining against a backdrop of general uncertainty.

This was one of the reasons why, for the 2022 reporting year, we decided against using a special questionnaire and instead conducted a nationally representative study. It examined the extent to which museums enjoy institutional trust among the public, and the degree to which this trust is affected by the broader societal crisis of confidence.¹ The study shows that museums command a high level of public trust compared with other institutions. Museums thus play an important role in building social capital, strengthening social cohesion, and reinforcing trust in cultural institutions overall. This publication presents some of the study's key findings, including nationally representative data on how often people in Germany visit museums – figures last collected in this form ten years ago.

¹ Grotz, K., & Rahemipour, P. (2024). The hidden capital: Trust in museums in Germany. The German public's view of a cultural institution in transition. A population representative study by the Institute for Museum Research – Stiftung Preußischer Kulturbesitz, Berlin. Zenodo. <https://doi.org/10.5281/zenodo.11581752>

As always, we would like to thank the statistics team at the Institut für Museumsforschung (Institute for Museum Research, IfM) for analysing and preparing the data, as well as the publications department of the Staatliche Museen zu Berlin (National Museums in Berlin) for their reliable and expert support. This year, we also had the pleasure of working with infographic designer Julia Neller, to whom we extend our warm thanks. In this spirit, once again for the 2022 survey year: your numbers count!

Patricia Rahemipour and Kathrin Grotz
Berlin, August 2024

* This issue is available as a PDF on the websites of the Institute for Museum Research and Agency for International Museum Cooperation.

About the survey

To help interpret and contextualise the figures presented in this publication, we have compiled essential information on the structure of the statistical survey:

What do we mean by museums and exhibition halls in this survey?

For the 2022 survey, we contacted a total of **6,808 museums** and **509 exhibition halls**. To determine the total number of museums and exhibition halls, we defined empirical delimitation criteria that are considerably more narrow in scope than one might expect in terms of the general definition of a museum. These criteria serve solely to clearly set museums apart from other types of venues, such as galleries, trade fairs, or shops.

Museums: Must hold a collection and present objects with a cultural, historical, or broadly scientific purpose.

Exhibition halls: Do not hold their own collections and present only temporary exhibitions.

Museums and exhibition halls: Must be accessible to the general public; must not primarily stage commercial or sales exhibitions; and must have clearly defined museum and exhibition areas.

Number of visits rather than visitor numbers

What was recorded was the total number of visits reported by participating museums and exhibition halls. This was carried out as a comprehensive written survey of all museums and exhibition halls in Germany. As not all institutions provided their visit numbers (response rate: 67.3% for museums and 70.1% for exhibition halls), no statements can be made about the actual total number of visits or the sociodemographic profile of visitors. The data does not allow us to determine who visited a museum or exhibition hall, how often they did so, or which factors shaped visitor trends in individual institutions.

Not all museums are included

Not all percentages shown in this publication refer to the full group of museums contacted (n = 6,808). This is because only 4,583 museums returned the questionnaire, of which 4,021 provided visit numbers. To ensure the statistics can be properly understood, each infographic includes the relevant base population (n).

Total number of visits

For the 2022 survey of visit numbers, a total of **6,808 museums** and **509 exhibition halls** were contacted. Of these, 67.3% of museums and 70.1% of exhibition halls submitted their figures. In the previous year, the response rate for visit numbers was 62.7% for museums and 65.7% for exhibition halls.

Museums and exhibition halls²

81.4

million visits

In 2022, **museums** in Germany reported a total of **81.4 million visits** – more than twice as many as in the previous year.

Increase in visit numbers compared with the previous year

+146%

Exhibition halls registered **4.9 million visits** in 2022, an increase of 146% compared with the previous year.

1

visit per resident

Based on the total population, this corresponds to a theoretical one visit per resident in Germany to a museum or an exhibition venue in 2022.³

The lingering effects of the pandemic had little impact on access to museums in 2022. Only **42 museums** reported being closed for the entire year due to pandemic-related reasons.

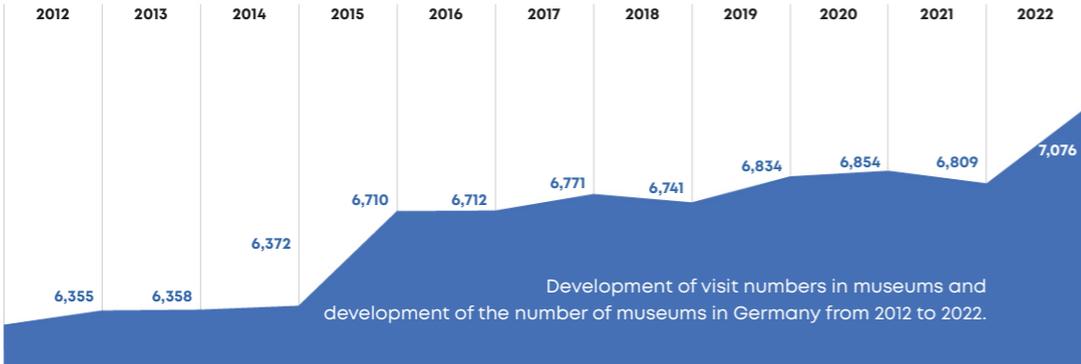
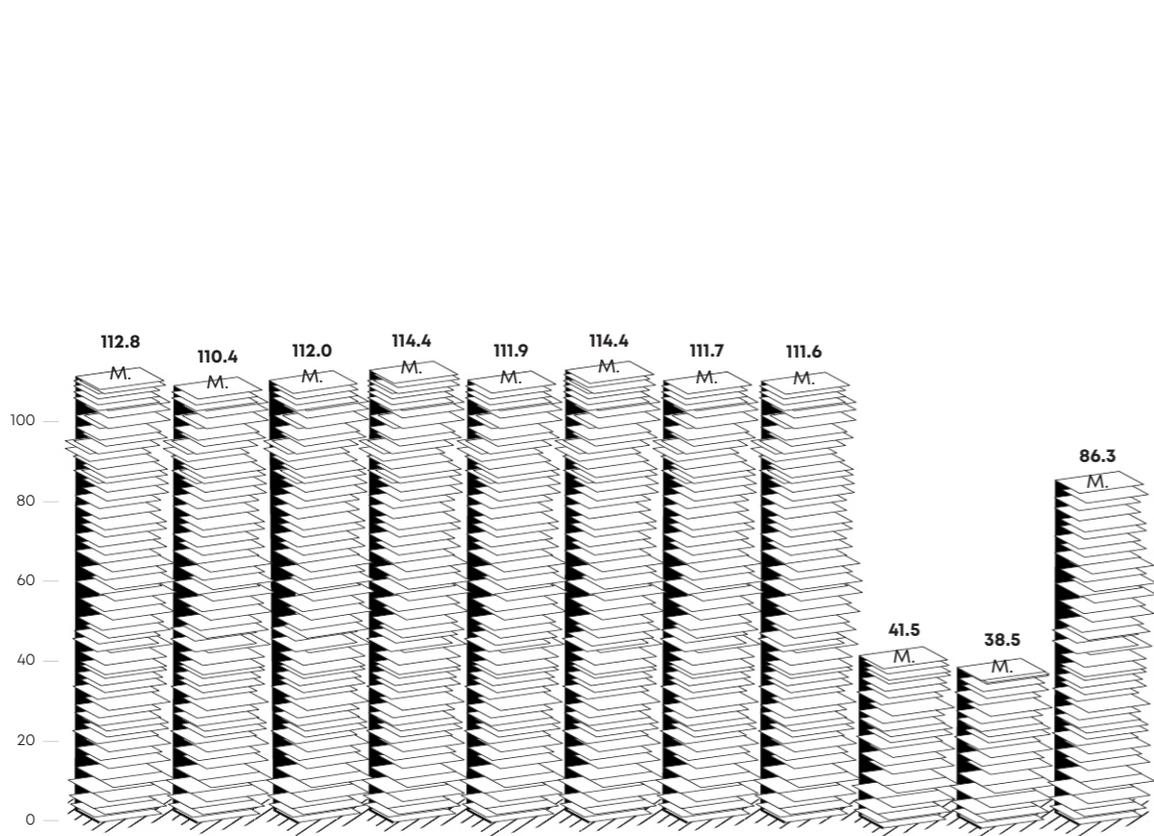
The **total number of visits** reported by **museums and exhibition halls** in Germany in 2022 amounted to **86.26 million**. This figure was **110%** higher than the previous year's total of **40.74 million** and **26%** below the 2019 level.



² Exhibition halls are defined as institutions that present exhibitions but do not hold their own collections. Galleries with a primarily commercial character were not included.

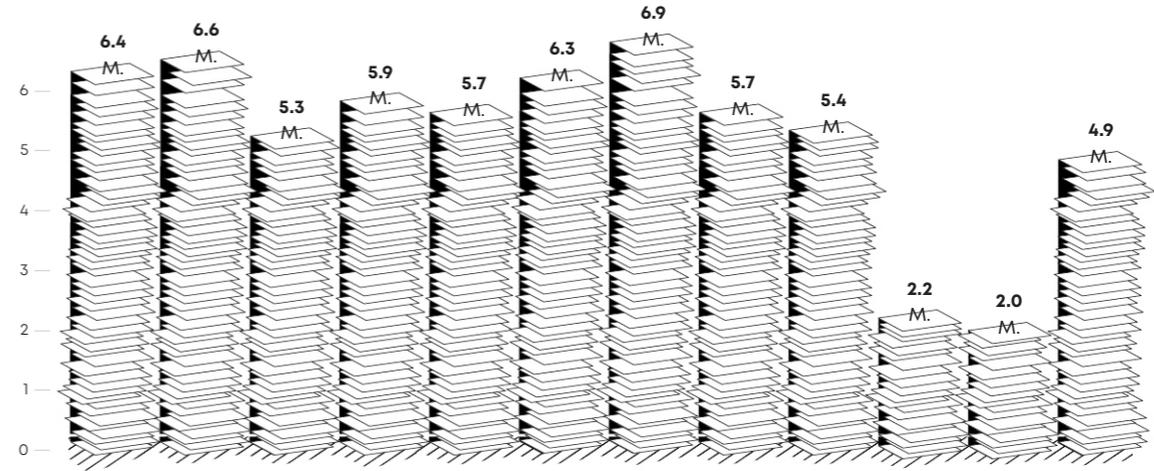
³ In comparison: in 2022, there were theoretically 0.9 cinema visits per resident (Source: German Federal Statistical Office).

Museums 2012 to 2022 On a path to consolidation

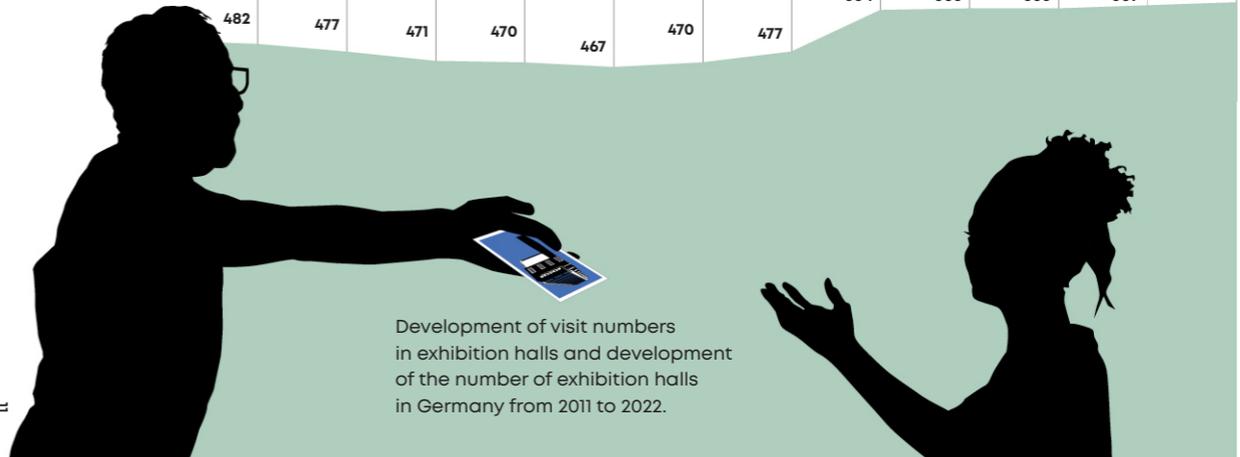


Development of visit numbers in museums and development of the number of museums in Germany from 2012 to 2022.

Exhibition halls 2012 to 2022 Signs of recovery



2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022



Development of visit numbers in exhibition halls and development of the number of exhibition halls in Germany from 2011 to 2022.

A matter of size

Museums by size categories for visit numbers



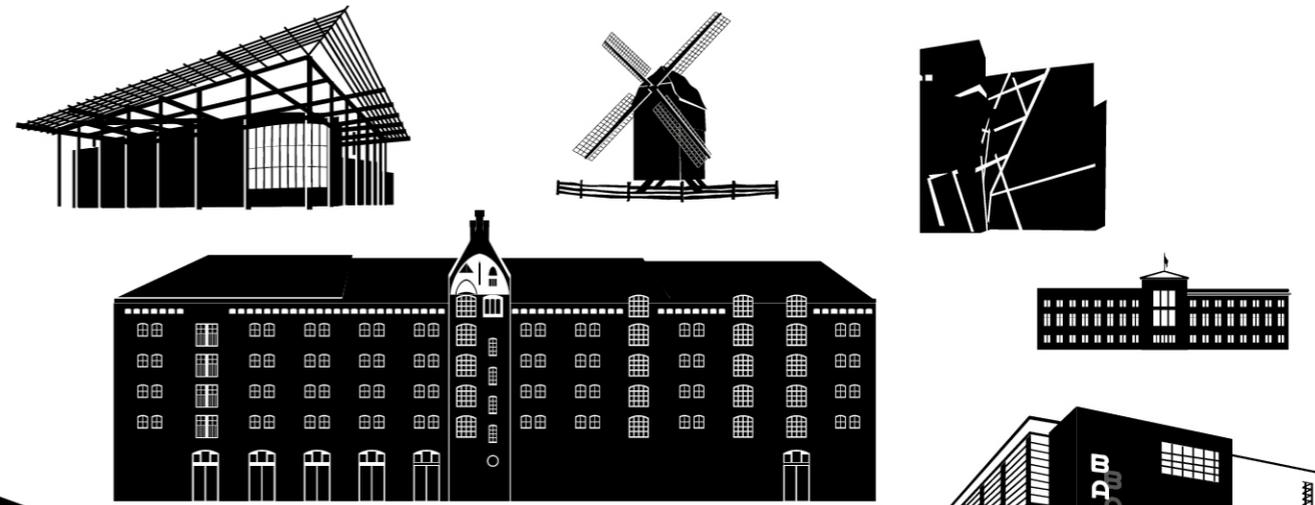
1/3

Almost **one third (30%)** of all reported museum visits in Germany in 2022 took place in museums with **fewer than 50,000 visits**.

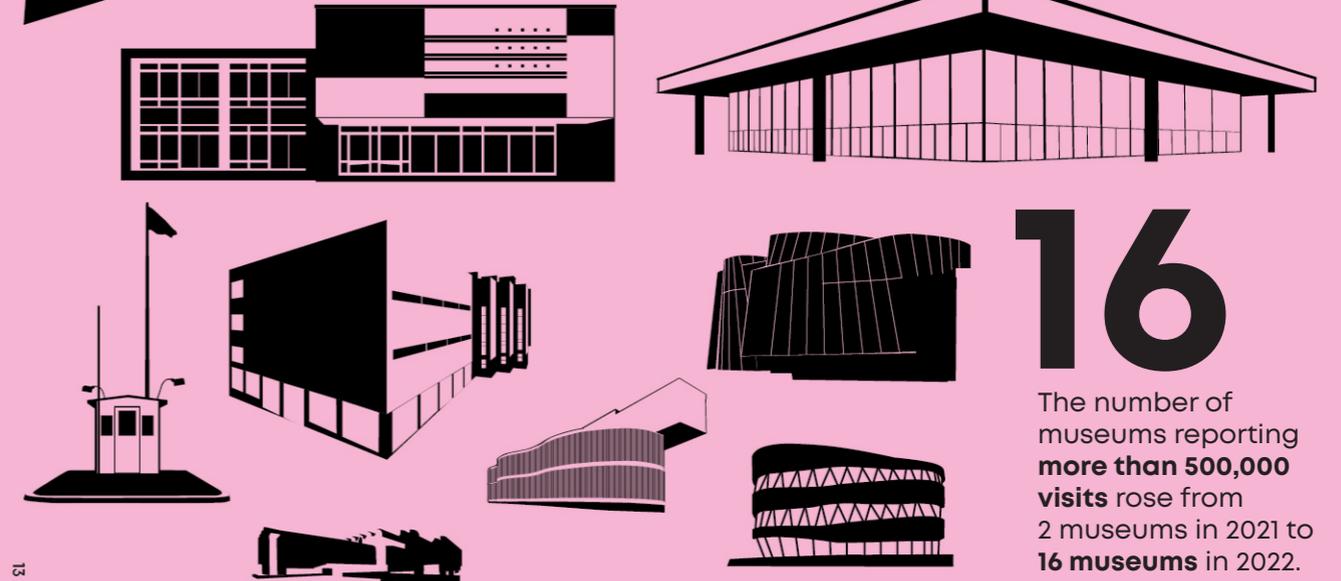
4.0% (3.3 million) of all museum visits occurred in museums with **fewer than 5,000 visits**, even though they represented the largest group in numerical terms. **In the previous year**, this group accounted for **6.7%**.

60.8%

60.8% of all museums that reported visit numbers in 2022 recorded **fewer than 5,000 visits**.



Museums with **between 100,001 and 1 million visits** reported **41.7 million visits**, accounting for half of all museum visits.



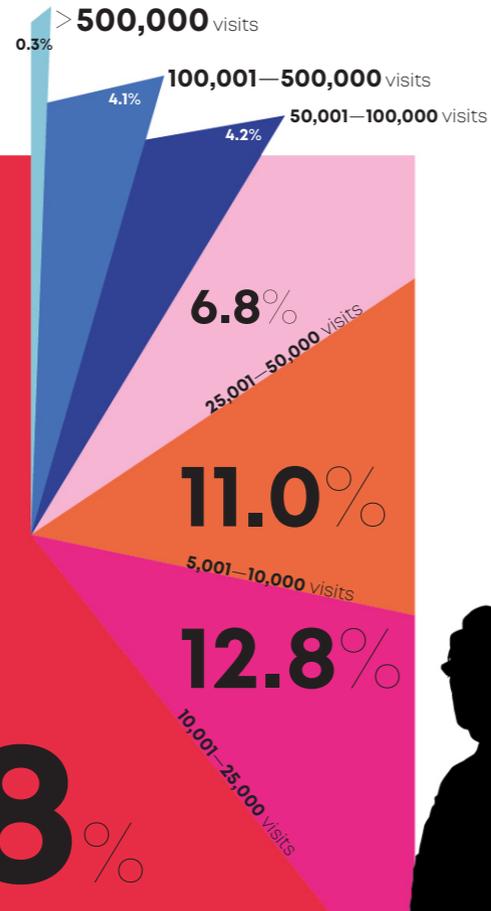
16

The number of museums reporting **more than 500,000 visits** rose from 2 museums in 2021 to **16 museums** in 2022.

A matter of size

Museums by size categories for visit numbers

Visitor numbers by size categories



60.8%
under 5,000 visits

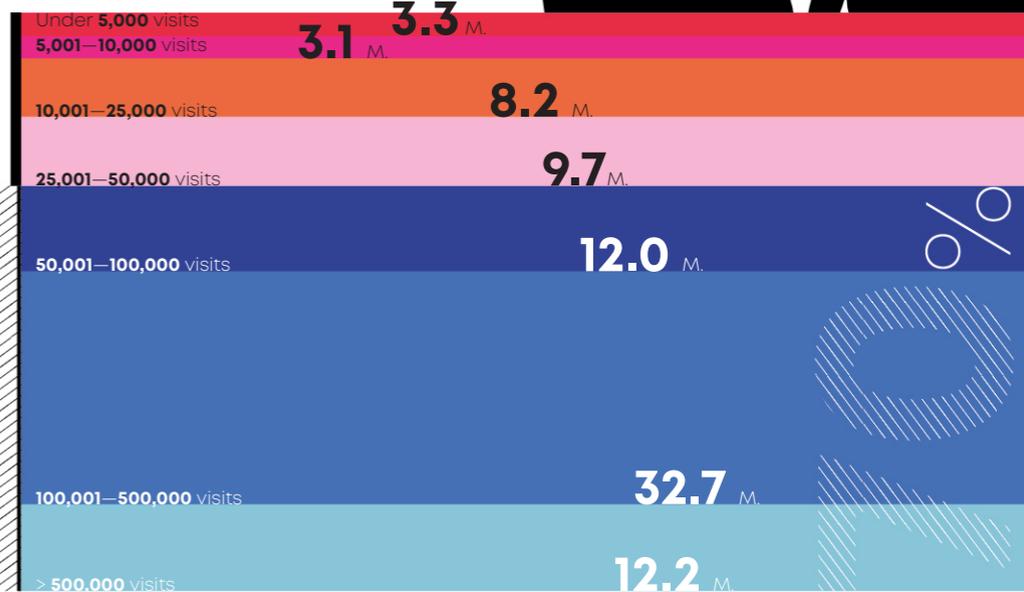
Lower and middle categories remain strong

Museums by size categories, percentage distribution of all museums that reported visitor numbers (n = 4,021). Interpretation: 60.8% of museums recorded fewer than 5,000 visits in 2022.

9
Nine out of ten museums recorded fewer than 50,000 visits in 2022
10

The top tenth
The small number of museums with more than 50,000 visits accounted for 70% of total visits

1
10



Distribution of total visit numbers (81.4 million) by size category. Interpretation: 3.3 million visits in 2022 took place in museums with fewer than 5,000 visits.

Content diversity

4 Four in ten museums in Germany focused on **local and regional history / European ethnology**. This museum type accounted for one in ten visits in 2022.

Castle and palace museums and **natural history museums**, each at around **4%**, were the smallest thematic types.

1
—
10

The numerically largest museum type, dedicated to **local and regional history / European ethnology**, accounted for **one in ten** visits in 2022.

+142%

Increase in visit numbers compared with the previous year

Among the content-defined specialist museums, **natural history museums** and **cultural history museums** reported the lowest visit numbers for 2022. At the same time, cultural history museums recorded an above-average increase of 142% compared with the previous year.

Although **art museums** account for only just **under 11%** of all museums in Germany, **one in five** visits in 2022 was to this museum type.

5

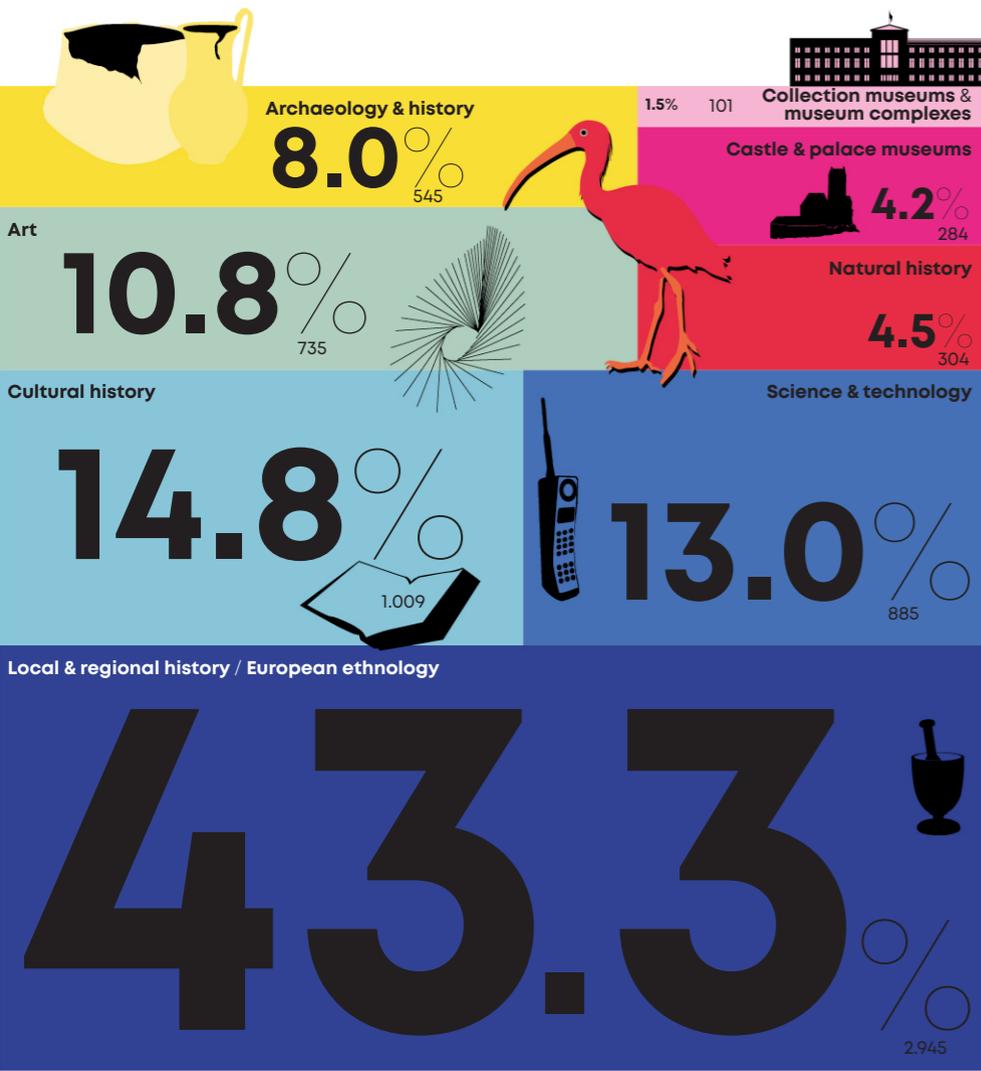
Visit numbers by museum type

Art, archaeology, and history were the most visited categories



Percentage distribution of total visit numbers (81.4 million) by museum type (n = 4,021).

Content diversity



At around 4% each, **castle & palace museums** and **natural history museums** were the smallest thematic types.

Four in ten museums in Germany focused on **local and regional history/ European ethnology**. This category accounted for one in ten visits in 2022.

Museum types⁴

Germany's museum landscape has a strong foundation in local and regional history.



1 Archaeology & history

History (excluding local and regional history), memorial sites with collections, historical figures, archaeology, prehistory and early history, militaria.



2 Cultural history

Cultural history, religious and church history, non-European ethnology, children's museums, toys, music history, brewing and wine production, literary history, fire services, musical instruments, and other special subjects.



3 Art

Art and architecture, decorative arts, ceramics, church treasures and religious art, film, photography.



4 Natural history

Zoology, botany, veterinary medicine, geosciences, palaeontology, and other natural history disciplines.

5 Science & technology

Technology, transport, mining, metallurgy and smelting, chemistry, physics, astronomy, history of technology, human medicine, pharmacy, industrial history, and other related sciences.

6 Local & regional history / European ethnology

Local and regional history, European ethnology, local heritage ("Heimatkunde"), farmhouses, mills, agriculture.



7 Collection museums & 8 Museum complexes

(combined)
7: Museums with multiple collection focuses from categories 1 to 6.
8: Several museums with different collection focuses which are housed in the same building.



9 Castle & palace museums

Castles and palaces with inventories, monasteries with inventories, historic libraries.



⁴ Since 1987, the Institut für Museumsforschung (Institute for Museum Research) has used this classification – based on UNESCO types – to ensure international comparability. Zoological and botanical gardens, private commercial galleries, and historic buildings without exhibition holdings were not included in 2022.

Content diversity

122

memorial sites with collections⁵ were recorded throughout Germany in 2022. They formed a distinct subgroup within archaeology and history museums.

6.7

For 2022, memorial sites reported 6.7 million visits, accounting for around 8.2% of all museum visits.

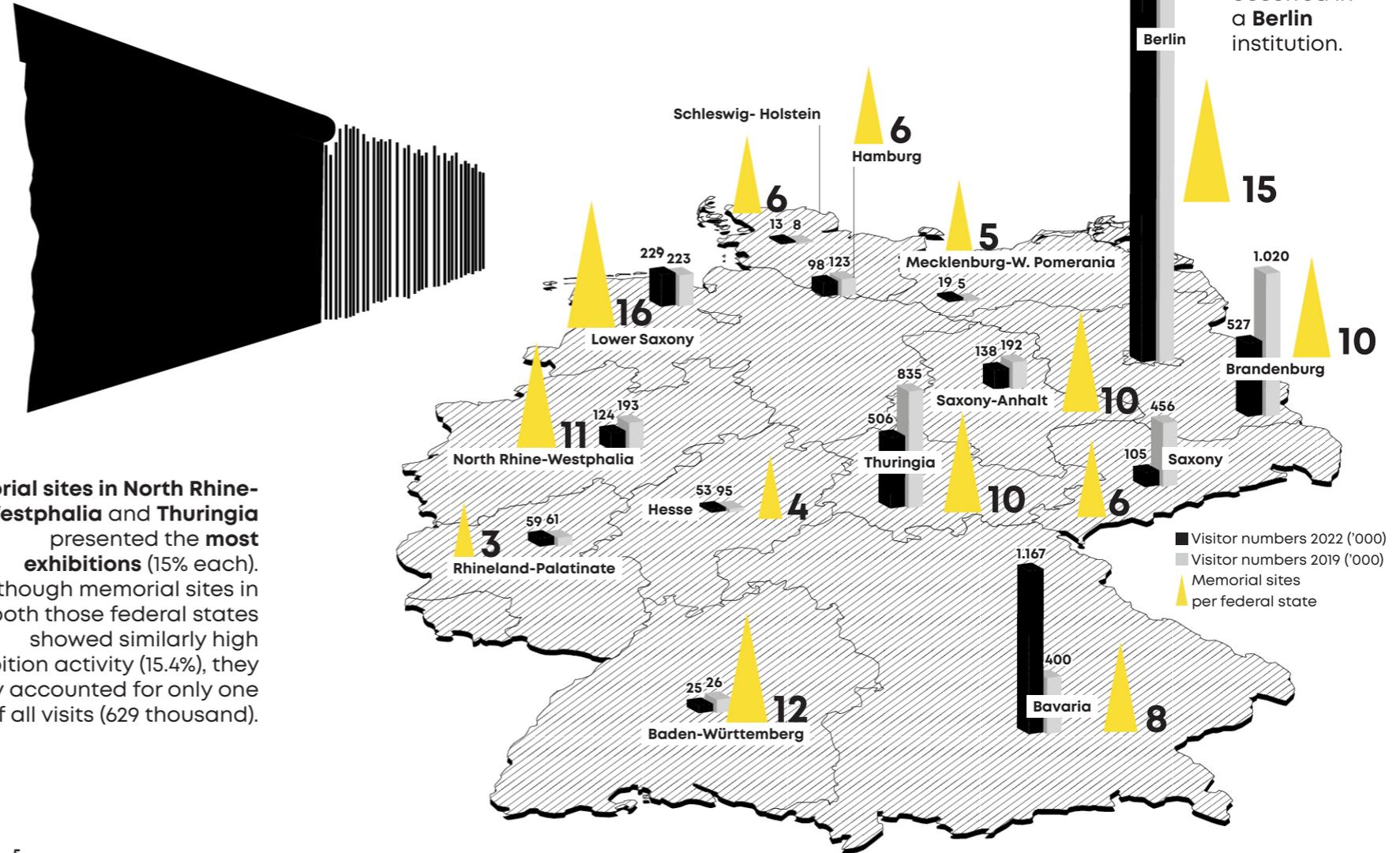
Visitor numbers rebounded very unevenly in 2022 after the pandemic-related declines. While memorial sites in Bavaria were able to triple their visitor numbers compared with 2019, and Berlin almost returned to its high 2019 level (3.72 million visits), museums in Baden-Württemberg were visited only half as often as in 2019.

Memorial sites

Memorial sites in North Rhine-Westphalia and Thuringia presented the most exhibitions (15% each). Although memorial sites in both those federal states showed similarly high exhibition activity (15.4%), they jointly accounted for only one sixth of all visits (629 thousand).

Memorial sites by federal state

Sites in Bavaria far above 2019 levels



⁵ 87 memorial sites reported visitor numbers for 2022.

Distribution of memorial sites with collections (n = 122) by federal state, with reported visit numbers for 2019 (n = 94) and 2022 (n = 102), rounded, in thousands ('000).

Content diversity

146

146 open-air museums were recorded across Germany in 2022. As a **specific exhibition format**, they are assigned to different museum types depending on their collection focus.

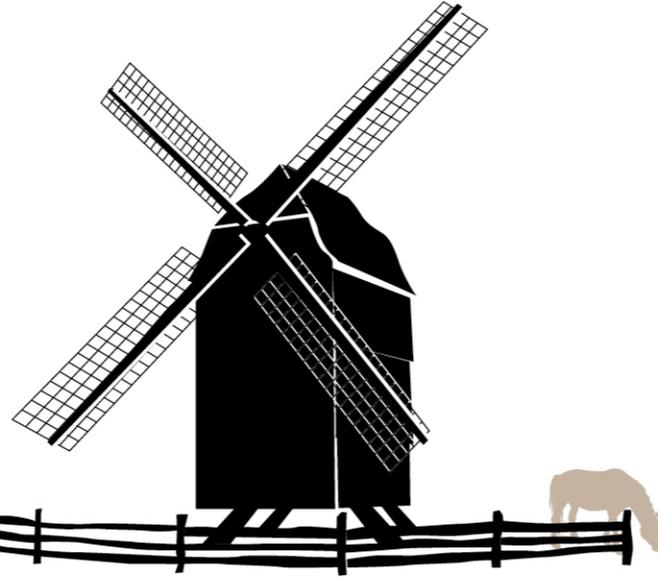
+25%

increase in visit numbers compared with the previous year

In total, open-air museums reported **4.3 million visits in 2022**, an increase of 25% compared with the previous year.⁶

Visits to open-air museums accounted for 5.3% of all museum visits.

Open-air museums



One third (1.1 million) of all reported visits in 2022 took place in open-air museums in **North Rhine-Westphalia**.

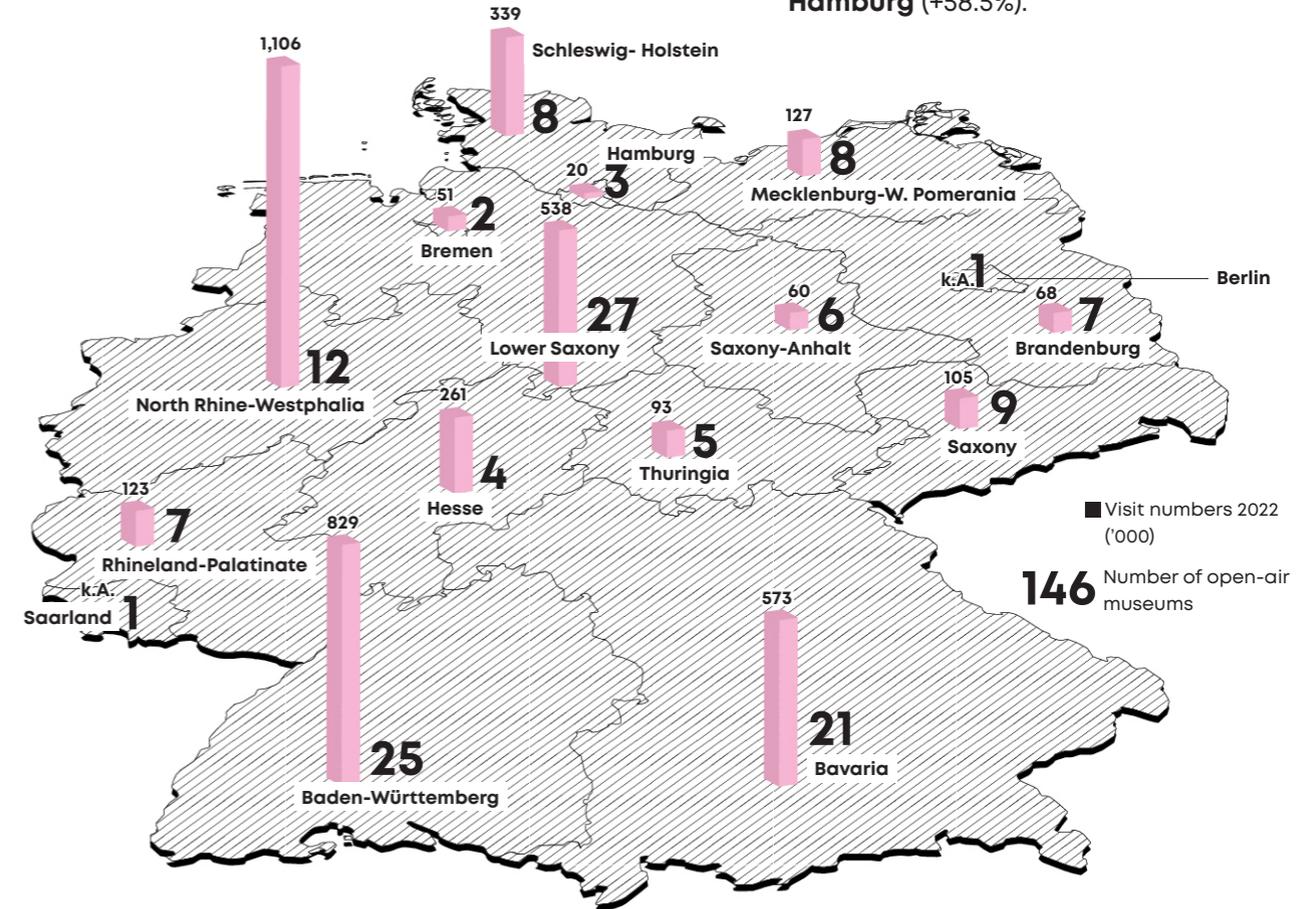
Most open-air museums are located in **Lower Saxony** (27) and **Baden-Württemberg** (25).

⁶ 98 open-air museums reported visit numbers for 2022; no figures were available from Berlin or Saarland.

Open-air museums by federal state

North Rhine-Westphalia exceeds one million

One in five open-air museum exhibitions took place in **Lower Saxony**.



With the exception of **Saxony** (-69%), all federal states for which data were available were able to stabilise or further increase their visit numbers. The strongest increases were recorded in **Hesse** (+81.5%) and **Hamburg** (+58.5%).

Museum landscape

8.1

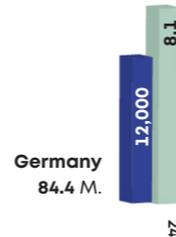
There is an average of **8.1 museums per 100,000 residents** in Germany.

20.8%

The **five eastern federal states** are home to **20.8% of all museums**.
With 11.2 museums per 100,000 residents, their combined museum density is higher than the national average.

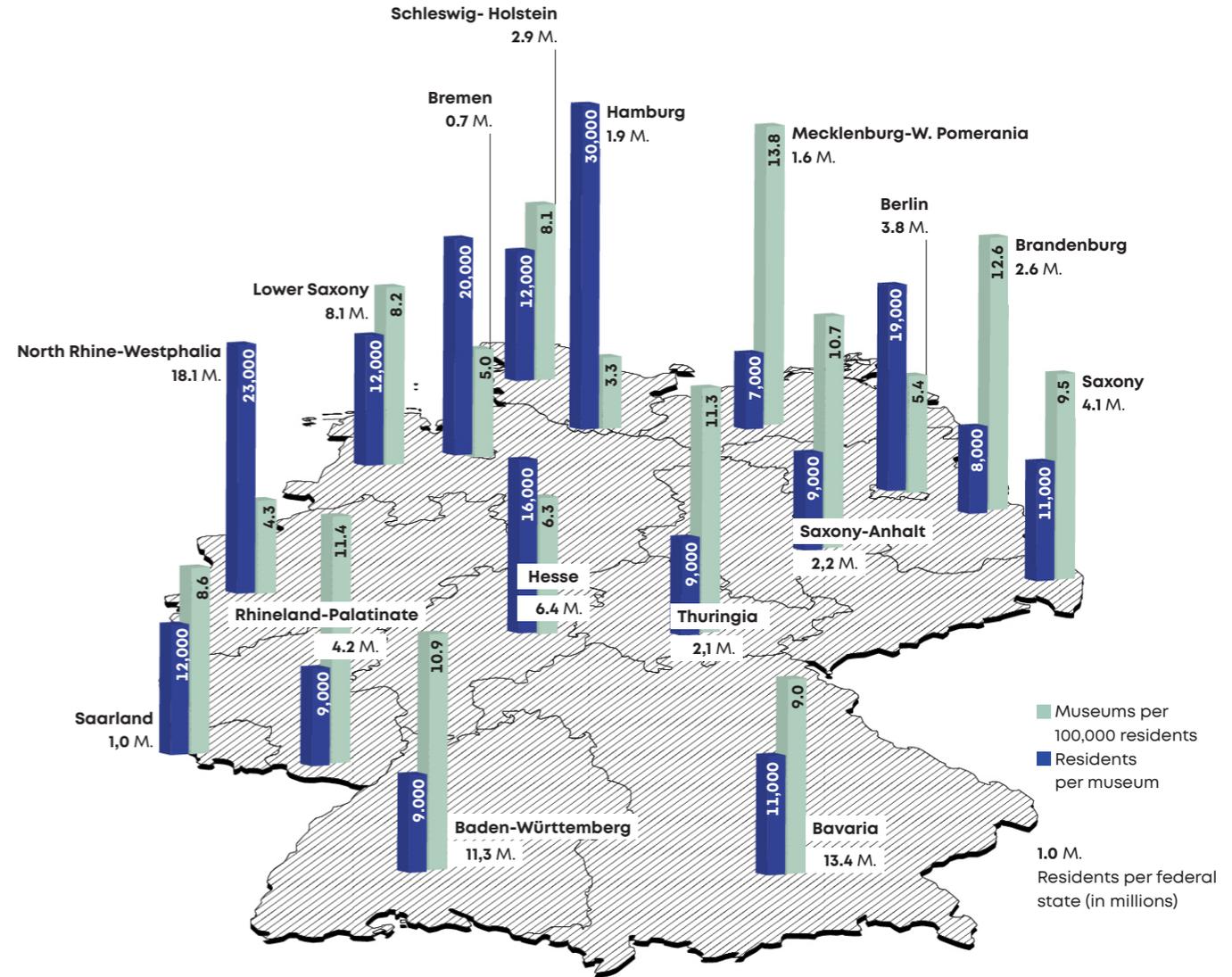
1 In **Mecklenburg-Western Pomerania** there is **one museum for every 7,000 residents**; in the city-states, one museum is shared between 19,000 (Berlin) and 30,000 (Hamburg) residents.

The large **non-city states of Bavaria, Baden-Württemberg, and North Rhine-Westphalia** together account for almost half of all museums in Germany. With 7.5 museums per 100,000 residents, they have a lower museum density than the national average.

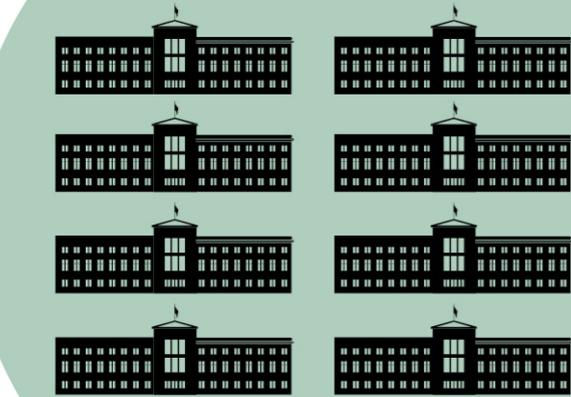


Museums in relation to population size

Mecklenburg-Western Pomerania and Brandenburg with the highest museum density



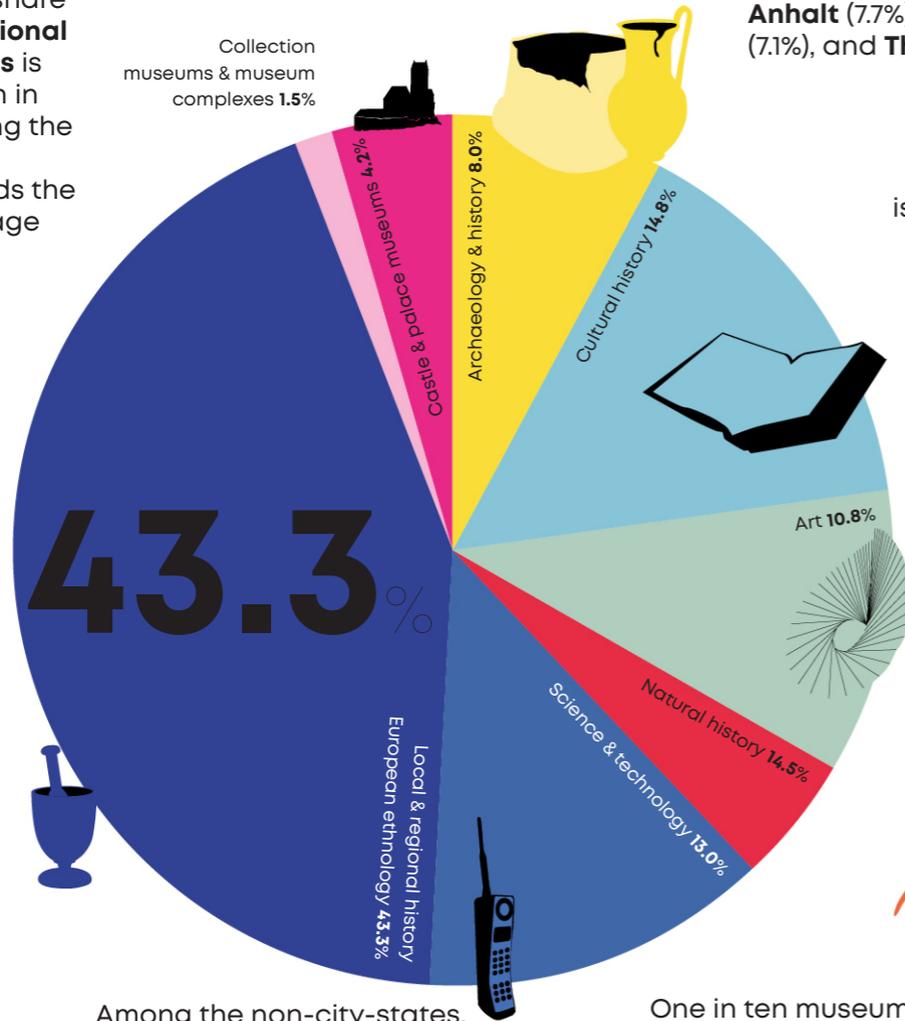
Number of residents per museum by federal state (rounded to the nearest thousand); number of museums per 100,000 residents by federal state; source population figures 2022: Statistical Offices of the Federation and the Länder.



1 silhouette represents 4,000 residents

Museumslandschaft

With **52.9%**, the share of **local and regional history museums** is particularly high in **Saarland**; among the non-city-states, **Thuringia** records the lowest percentage at **34.0%**.



Among the non-city-states, the highest proportion of **science & technology museums** is found in the former industrial regions of **North Rhine-Westphalia** (18.2%) and **Saxony** (17.3%).

One in ten museums in **Schleswig-Holstein** is dedicated to **natural history**, while in **Saxony-Anhalt** the figure is one in 50.

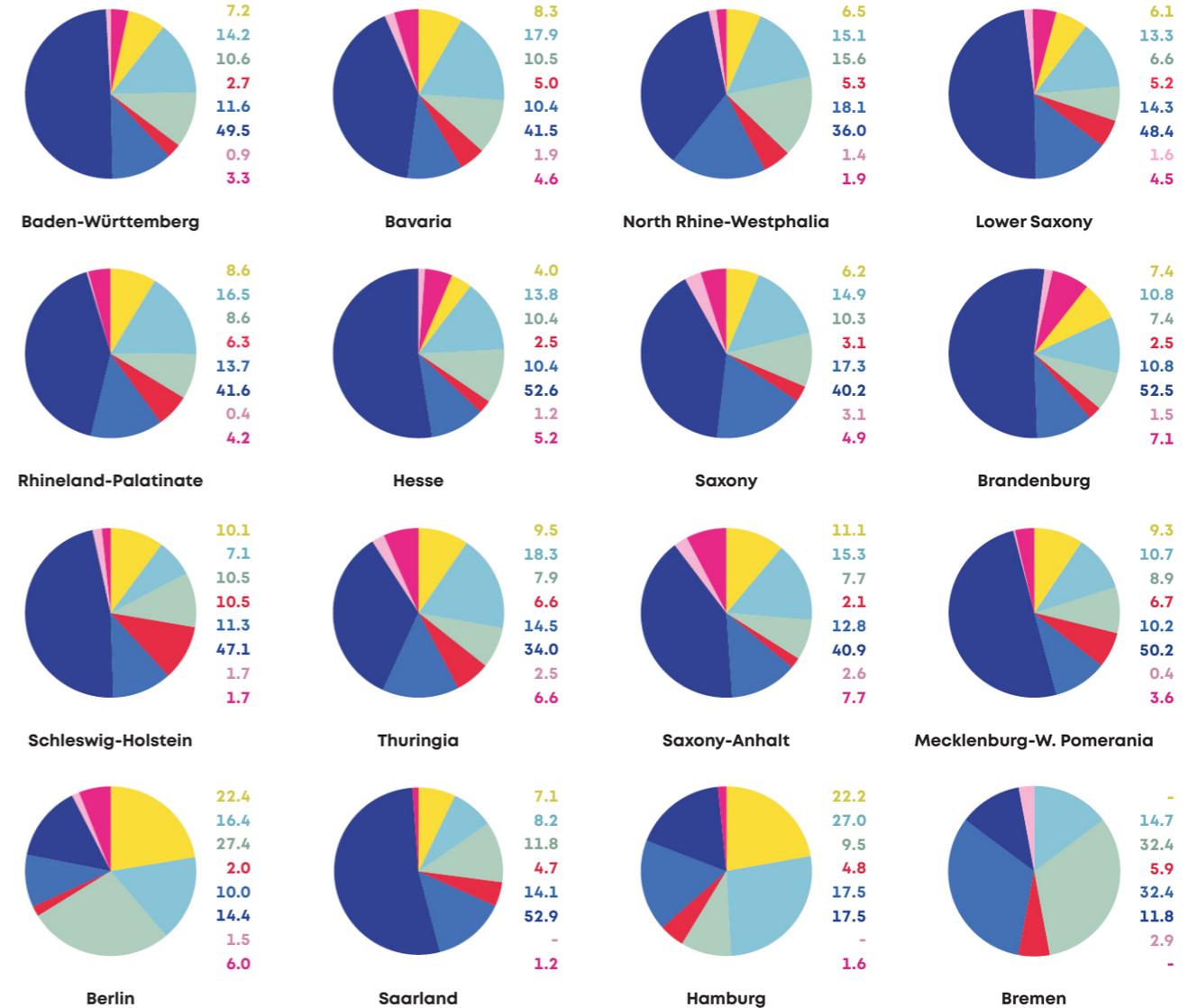
Castle & palace museums are represented at above-average levels in **Saxony-Anhalt** (7.7%), **Brandenburg** (7.1%), and **Thuringia** (6.6%).

Cultural history is the main focus in one of four museums in **Hamburg**.

Art museums are especially common in the capital, **Berlin** (27.4%).

Museums and museum types by federal state

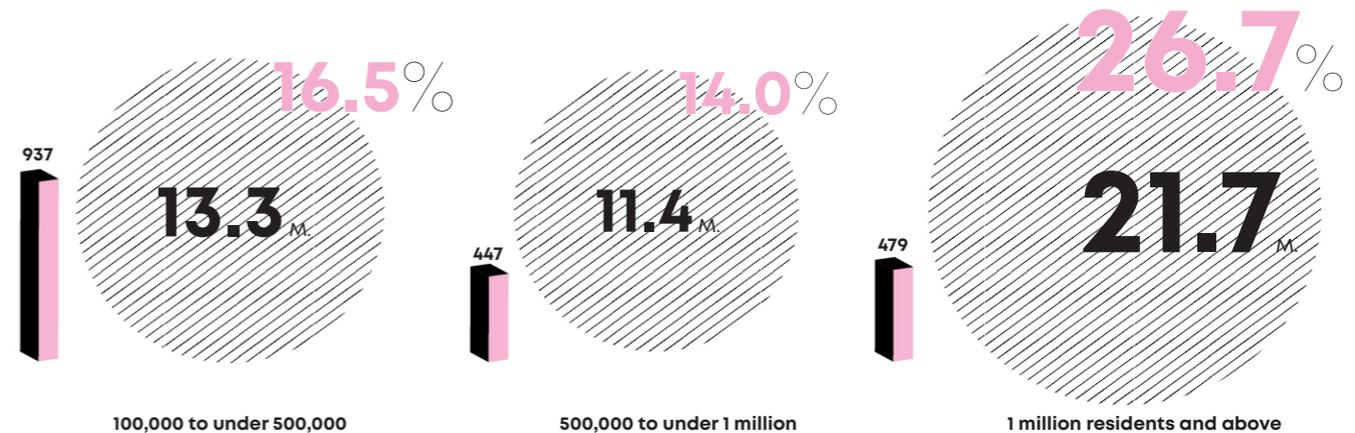
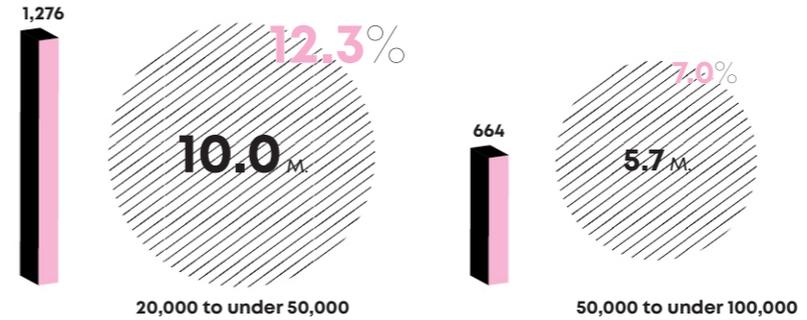
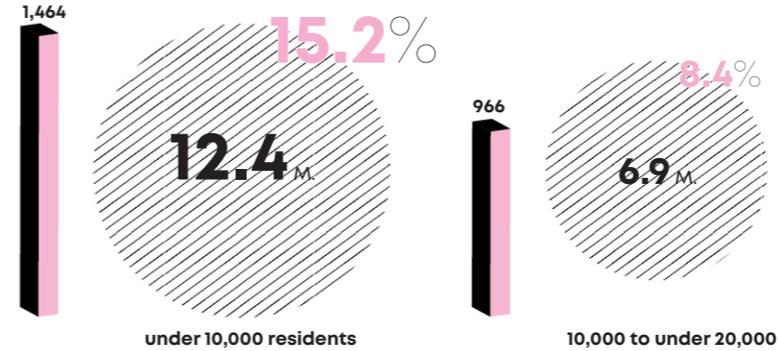
Local & regional history strongly represented in the non-city-states



Museum landscape

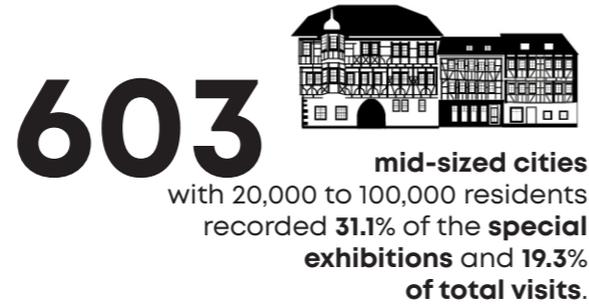
Museum visits and special exhibitions in municipalities by population size

Museums active at similar levels across small, medium, and large cities; every second visit is made in a large city



6,233 Special exhibitions 2022

A total of 6,233 special exhibitions were reported for 2022. This is still 24.5% fewer than before the pandemic, but an increase of 32.5% compared with 2021.



With 26.7%, the share of total visit numbers in **cities with more than one million residents** was, for the first time, **above the 2019 level (24.2%)**.

Percentage distribution of museum visits in millions (n = 81.4 million) and distribution of the number of reported special exhibitions (n = 6,233) across municipalities by population size.

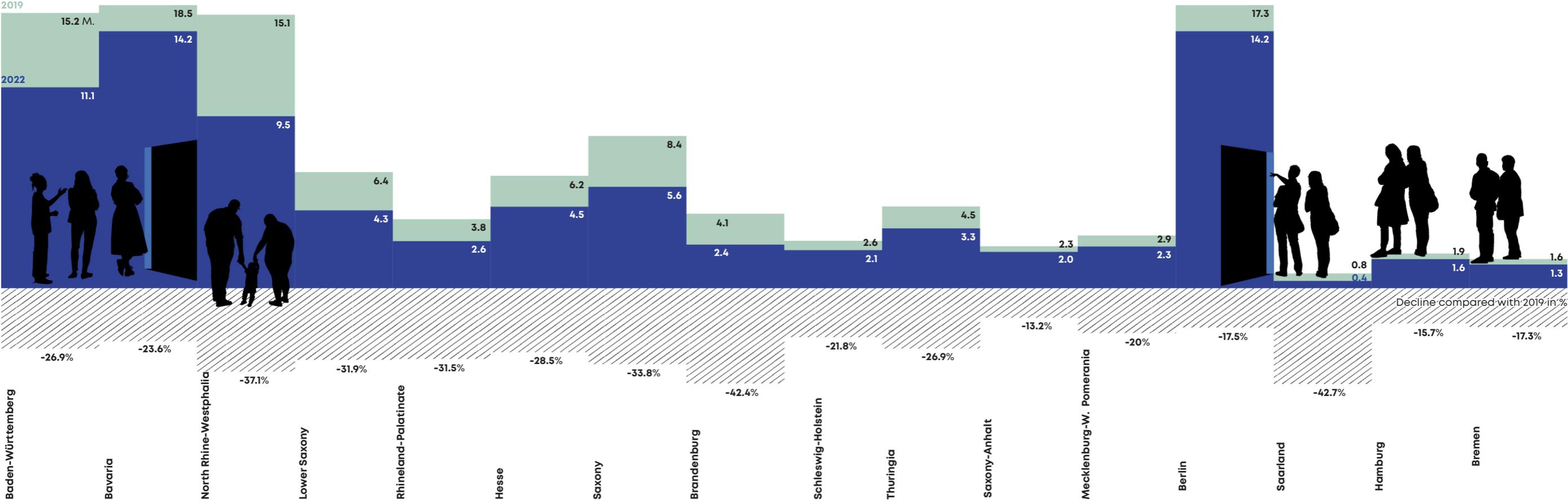
Museum landscape

Berlin and Bavaria were tied for first place in 2022, each reporting 14.2 million visits, followed by Baden-Württemberg (11.1 million) and North Rhine-Westphalia (9.5 million). The fewest visits were reported from Saarland (400,000).

Visitor numbers by federal state

Berlin and Bavaria reported the most museum visits

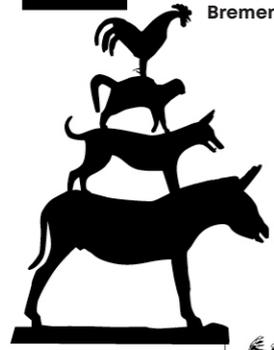
In 2022, visitor numbers were still 27.1% lower than before the pandemic, but a clear recovery could be seen compared with the previous two years – although not evenly across the country. While museums in Brandenburg continued to record substantial losses compared with 2019 (-42.5%), visitor numbers in the city-states and Saxony-Anhalt were almost back to pre-pandemic levels.



Visit numbers reported by museums for 2019 (n = 4,543) and 2022 (n = 4,021), rounded, in millions, by federal state.

Museum landscape

76.5%
Bremen



A particularly high proportion of **private museums**
76.5% in Bremen
61.2% in Lower Saxony
58.8% in Saarland

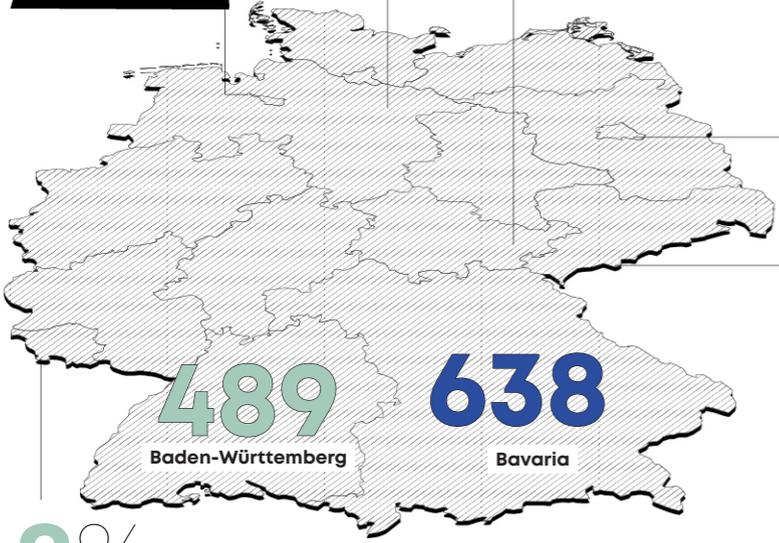
61.2%
Lower Saxony

72.0%
Thuringia

60.2%
Berlin



60.8%
Saxony

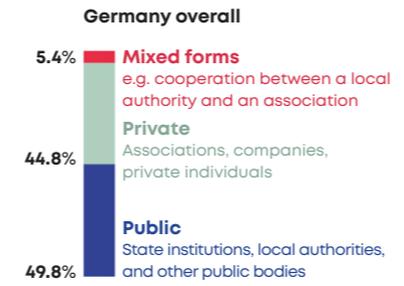


58.8%
Saarland

Bavaria has the highest number of **public museums**.

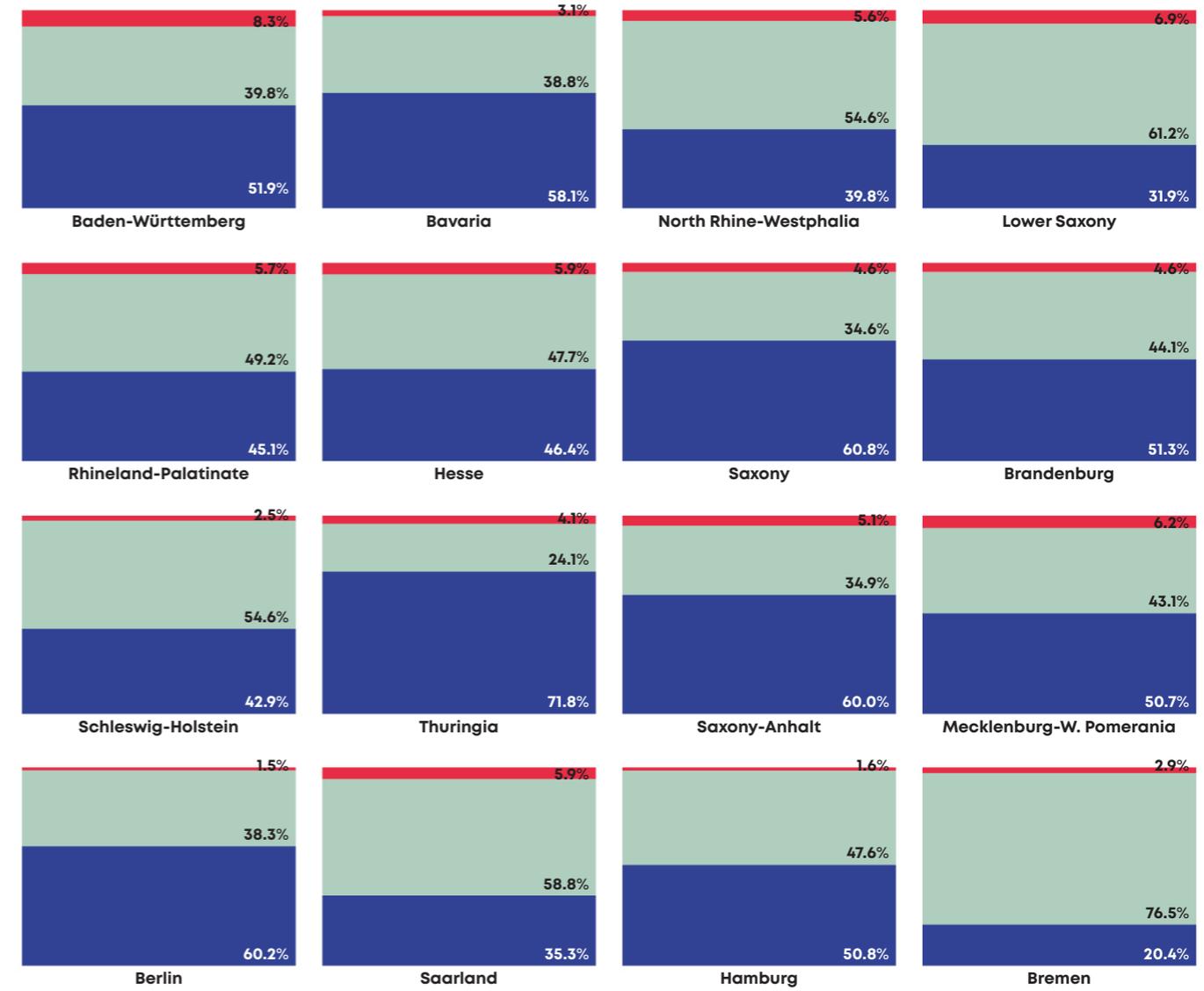
Baden-Württemberg has the highest number of **private museums**.

A particularly high proportion of **public museums**:
72.0% in Thuringia
60.8% in Saxony
60.2% in Berlin



Museum governance by federal state

Public ownership is particularly high in Thuringia and particularly low in the city-state of Bremen

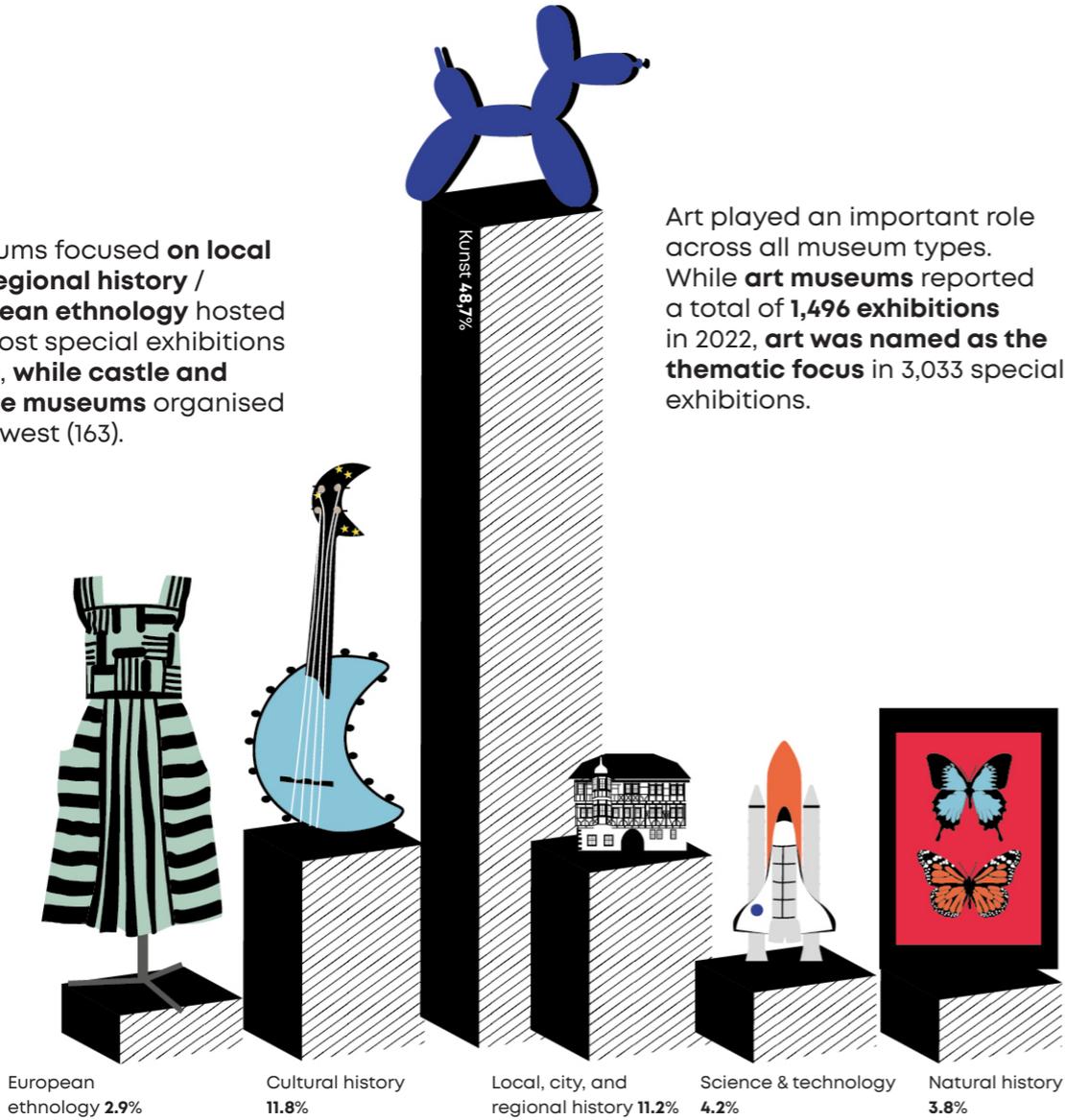


Percentage distribution of museum governance structures by federal state (n = 6,808).

Special exhibitions 2022

The central role of art

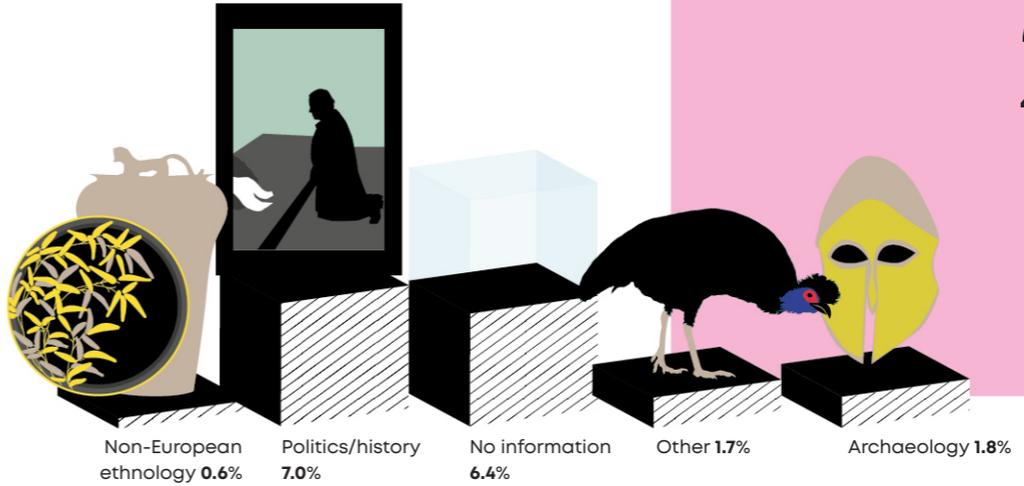
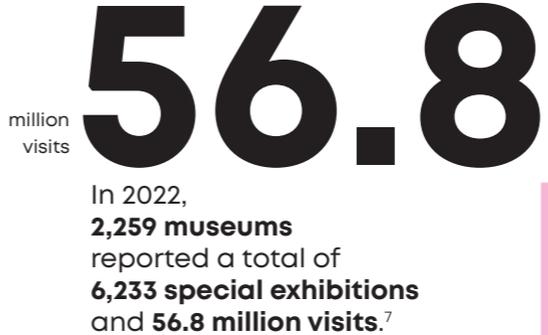
Museums focused on **local and regional history / European ethnology** hosted the most special exhibitions (2,563), while **castle and palace museums** organised the fewest (163).



Art played an important role across all museum types. While **art museums** reported a total of **1,496 exhibitions** in 2022, **art was named as the thematic focus** in 3,033 special exhibitions.

Special exhibitions by theme

Art in every second exhibition



20

exhibitions were shown exclusively in digital form in 2022 – less than half as many as in the previous year.

Reported special exhibitions (n = 6,233) by thematic focus. Multiple responses were possible; interpretation: an archaeological focus was indicated for 1.8% of the reported special exhibitions (n = 6,233).

⁷ The number of visits to special exhibitions refers exclusively to visits to exhibitions shown in analogue form.

Special exhibitions 2022

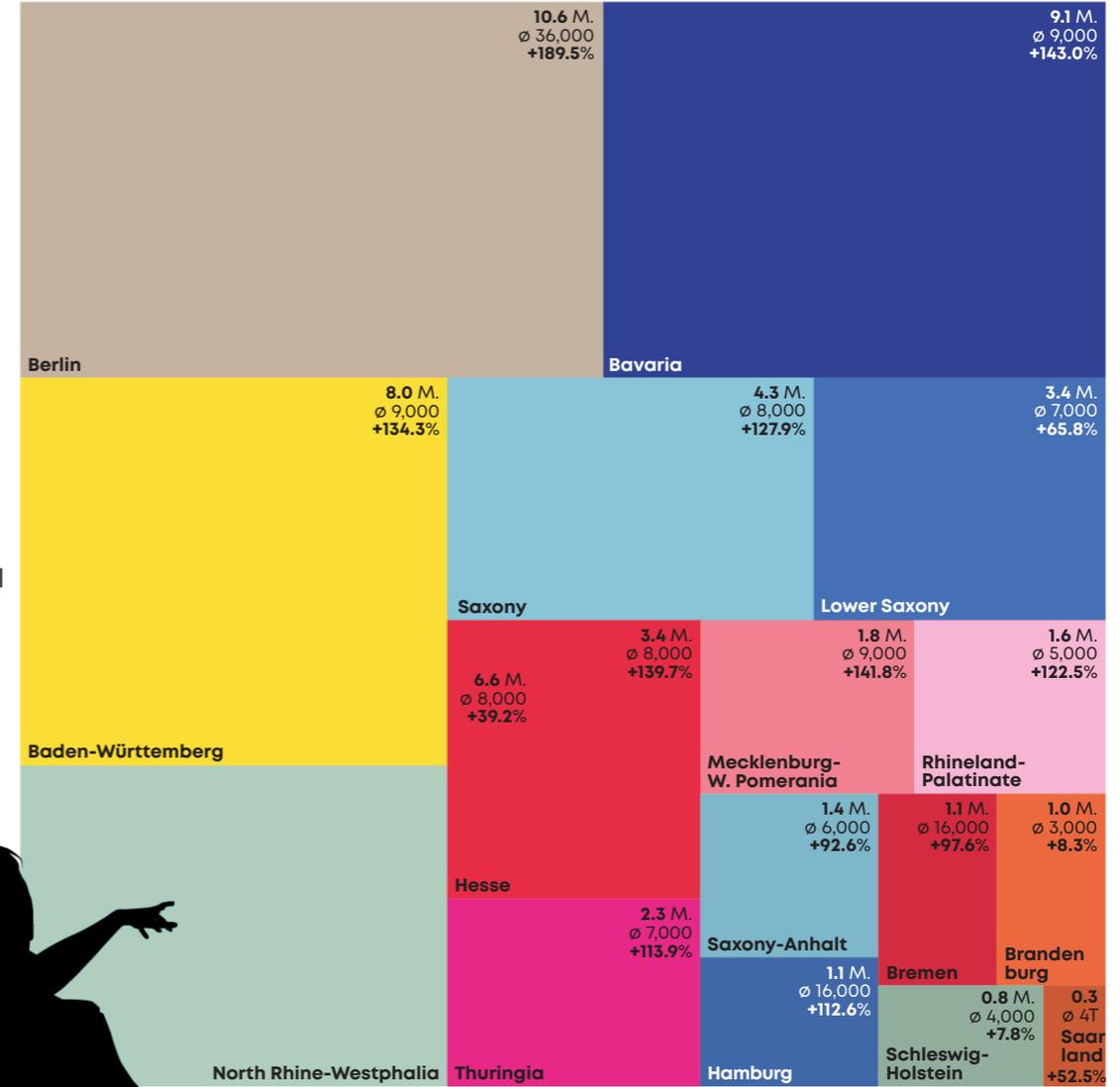
Special exhibitions by federal state On a post-pandemic path to recovery



In 2022, the most special exhibitions were on view in **Bavaria and Baden-Württemberg.**

Berlin experienced the highest increase in visits to special exhibitions (+189.5%) compared with the previous year.

In 2022, Germany's museums recorded an average of around 9,000 visits per special exhibition.

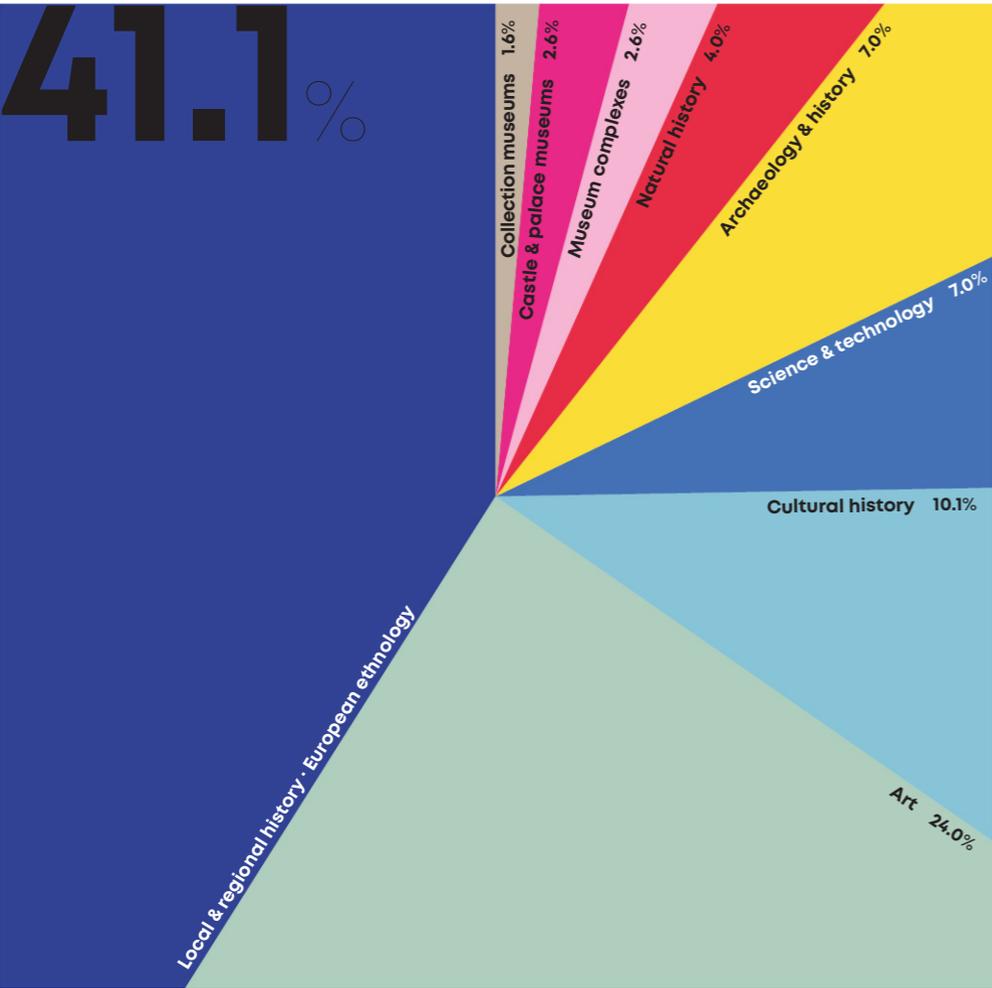


Distribution of visit numbers (n = 56.8 million) in museums with reported special exhibitions, average number of visits per special exhibition (rounded to the nearest thousand), and percentage increase in visitor numbers compared with 2021 by federal state.

Percentage distribution of reported special exhibitions (n = 6,233).



Special exhibitions 2022



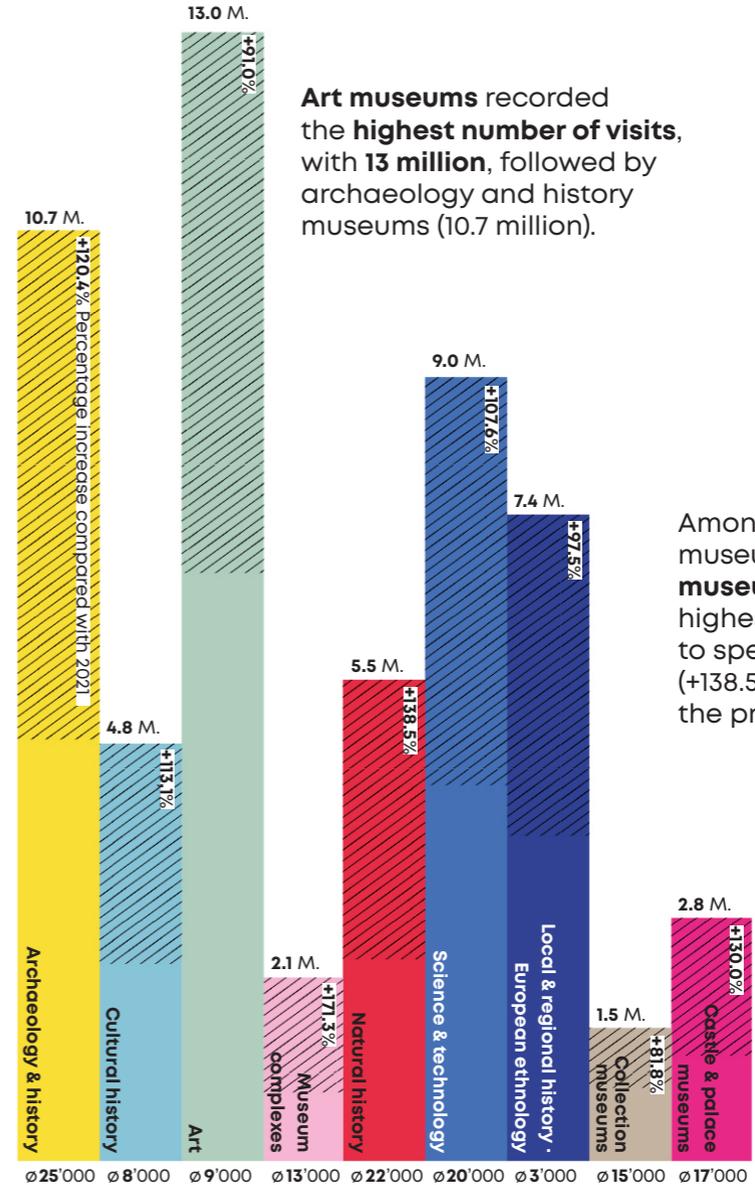
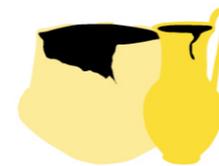
Local and regional history museums were especially active in organising exhibitions. **41.1%** of the museums that reported special exhibitions belonged to this museum type. Altogether, they reported **2,563** of the 6,233 special exhibitions.

Percentage distribution of reported special exhibitions (n = 6,233).

Special exhibitions by museum type

Crowd-pullers: art, history, and archaeology

Exhibitions in museums with **archaeological or historical focuses** recorded an **average of 25,000 visits**, while presentations organised by local and regional history museums recorded around 3,000 visits.



Art museums recorded the **highest number of visits**, with **13 million**, followed by archaeology and history museums (10.7 million).

Among the specialist museums, **natural history museums** reported the highest increase in visits to special exhibitions (+138.5%) compared with the previous year.

Distribution of visit numbers (n = 56.8 million) in museums with reported special exhibitions, as well as the average number of visits per special exhibition (rounded to the nearest thousand) by museum type.

Special exhibitions 2022

89.2%

In 2022, **89.2%** of exhibitions in museums and exhibition halls were shown **exclusively in analogue** form.

The **share of purely digital exhibitions** in museums and exhibition halls was 0.3% in the second year after the pandemic, compared with 1.4% in the previous year. A total of 21 purely digital exhibitions were reported.

21



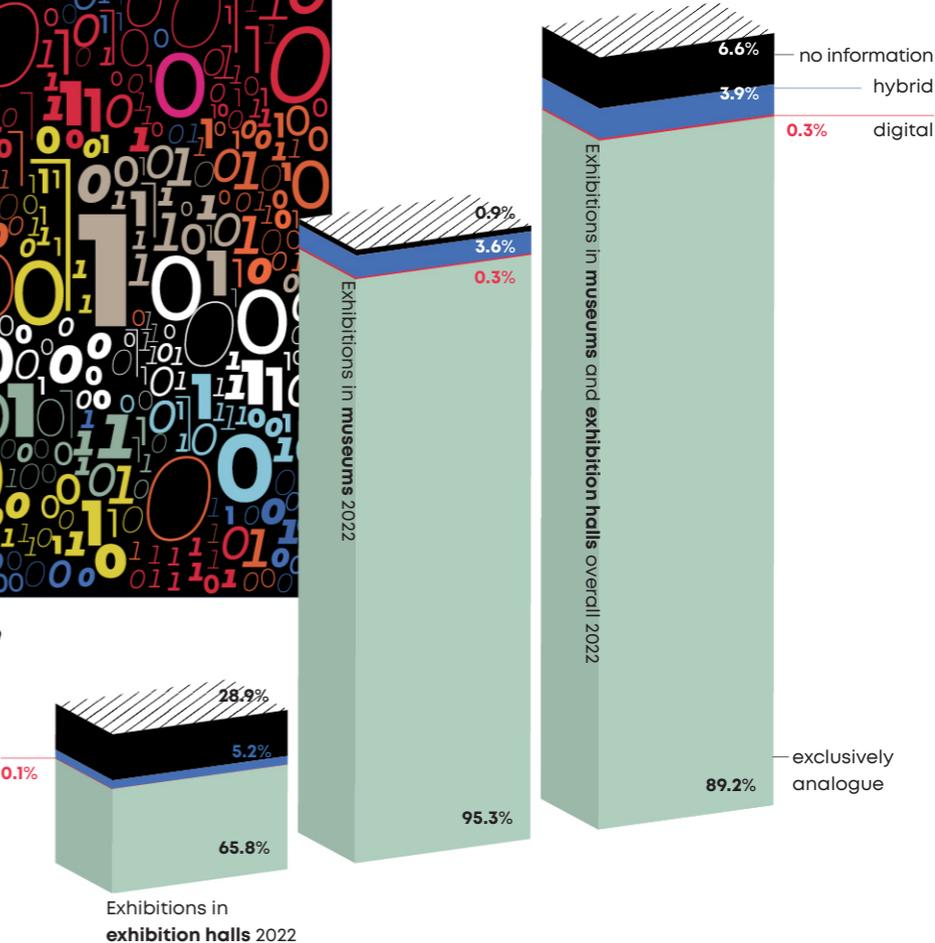
3.9%

of the exhibitions reported by museums for 2022 were **accompanied by digital content**.

In exhibition halls, **one in twenty** exhibitions could also be visited digitally.

Analogue and digital special exhibitions

Analogue preference



Percentage distribution of reported special exhibitions in museums and exhibition halls (n1 = 1,614; n2 = 6,233; n1 + n2 = 7,847) by analogue and digital format.

Three out of four

Almost half of the museums in this size category (47%) were located in the large non-city-states of **Bavaria**, **Baden-Württemberg** and **North Rhine-Westphalia**.

Museums with up to 10,000 visits together reported **6.4 million visits** in 2022, corresponding to a **7.9% share of total visits**.

Every second exhibition in 2022 took place in a museum with up to 10,000 visits.

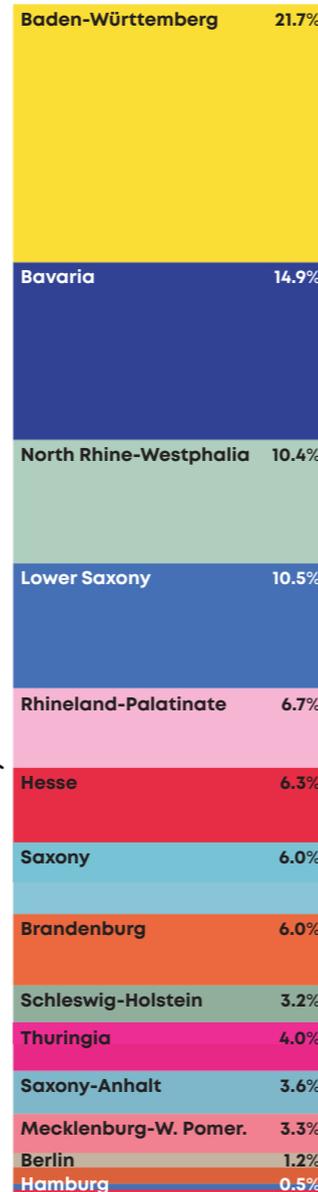
45.1% was the average share of **tourist visits** in small museums. The average share of **school groups** was **17.6%**.



c. **50%**

Nearly half of the special exhibitions reported by museums with up to 10,000 visits **focused on art** (44.9%), while only 0.4% of exhibitions in this size category focused on non-European ethnology.

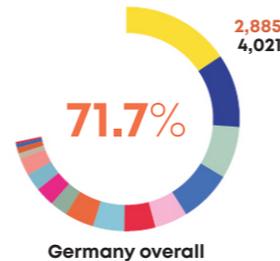
Museums with up to 10,000 visits



Distribution of museums with up to 10,000 visits by federal state (n = 2,885)

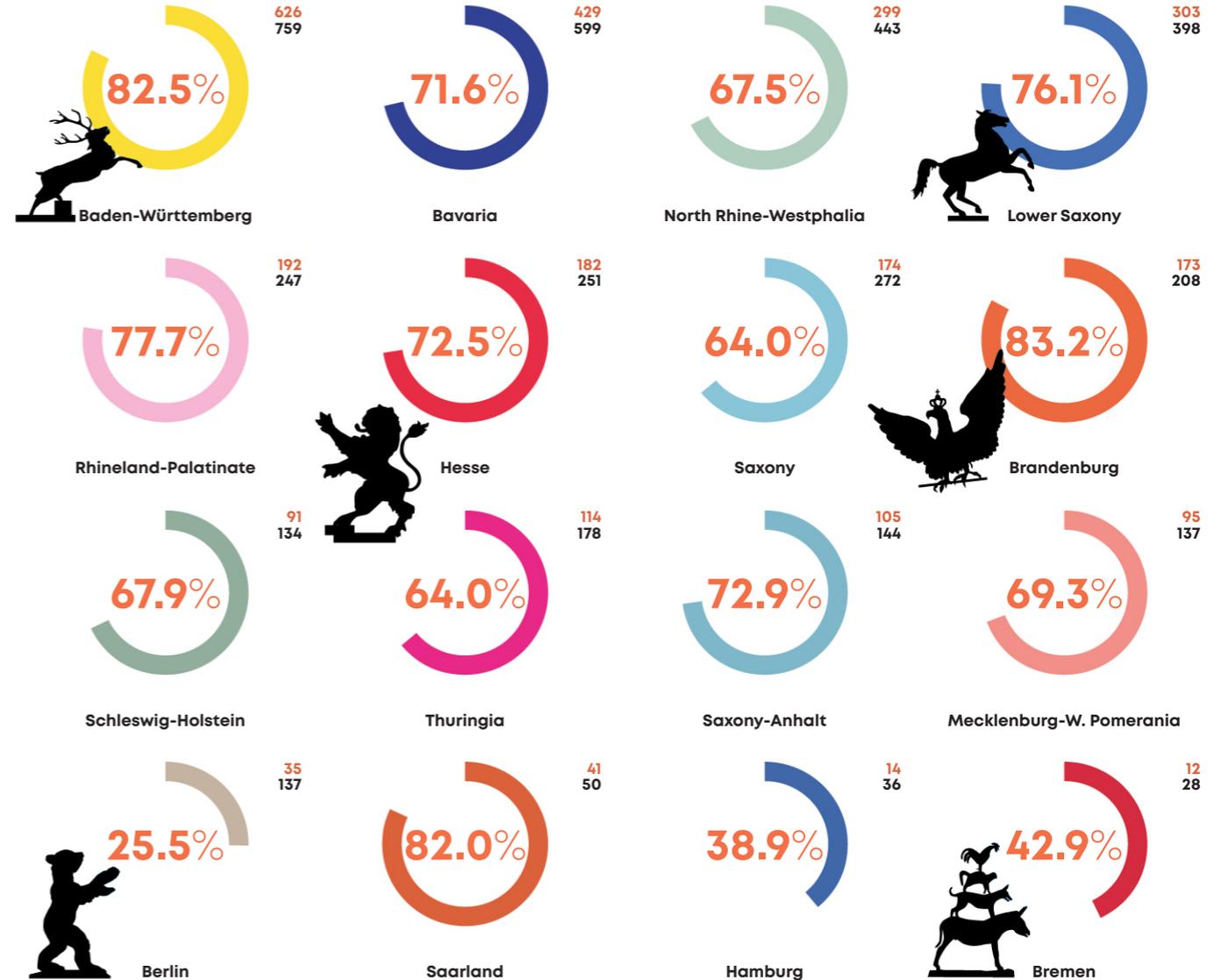
71.7%

Museums with up to 10,000 visits accounted for **71.7%** of all museums reporting visitor numbers in 2022.



Distribution by federal state

Three out of four in non-city-states

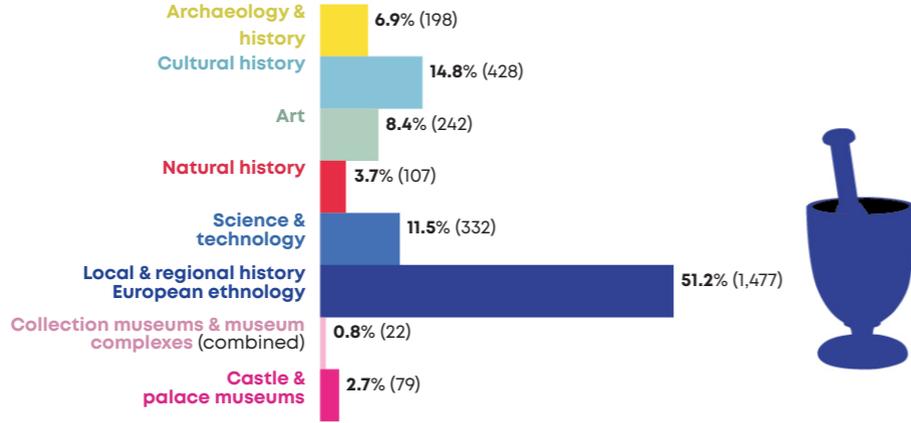


Percentage distribution of museums with up to 10,000 visits (n = 2,885) of all museums that reported visitor numbers (n = 4,021) by federal state

Three out of four

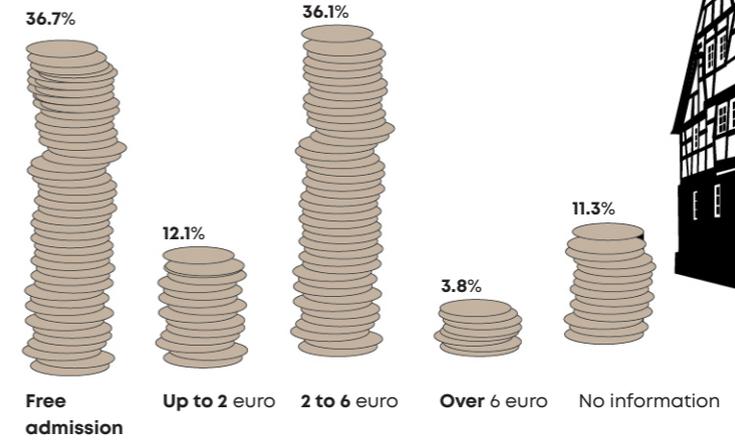
Museums with up to 10,000 visits

Museum types
Half with a local or regional focus



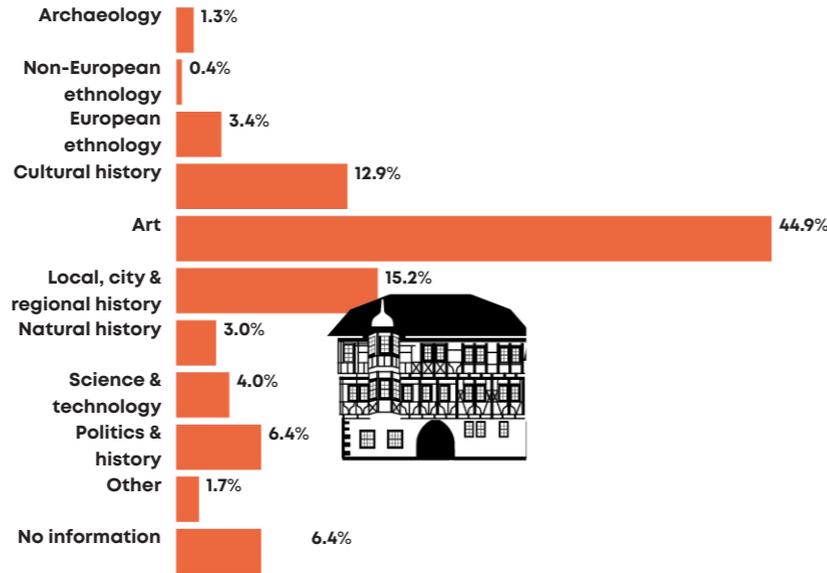
Percentage distribution of museums with up to 10,000 visits (n = 2,885) by museum type.

Admission prices
Most charge 6 euro or less



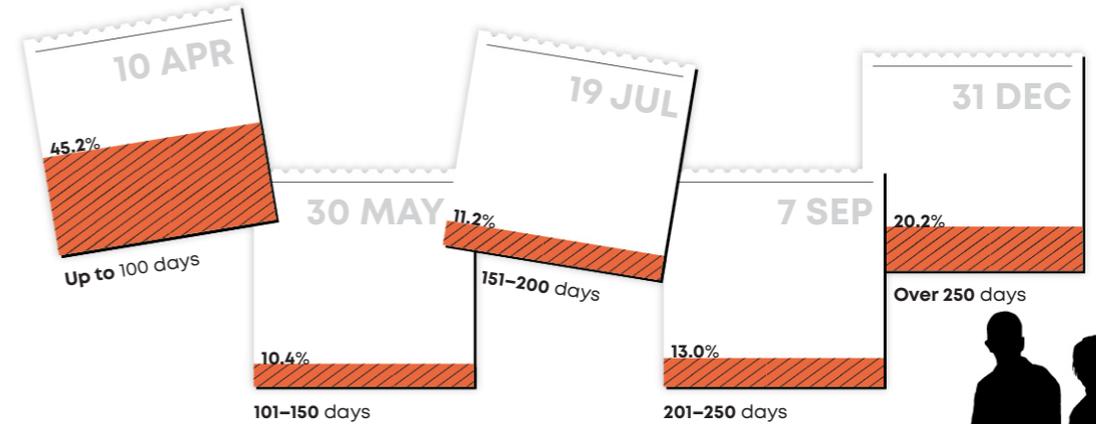
Percentage distribution of admission prices in museums with up to 10,000 visits (n = 2,885).

Exhibition themes
Art and regional history



Percentage distribution of thematic focuses of reported special exhibitions in museums with up to 10,000 visits (n = 3,460), multiple responses possible.

Opening days
One in three opens more than 200 days a year



Percentage distribution of opening days for museums with up to 10,000 visits (n = 2,581).

One in five

Museums with 10,001 to 50,000 visits reported **18.0 million visits** in 2022, accounting for **21.1%** of **total visits**.

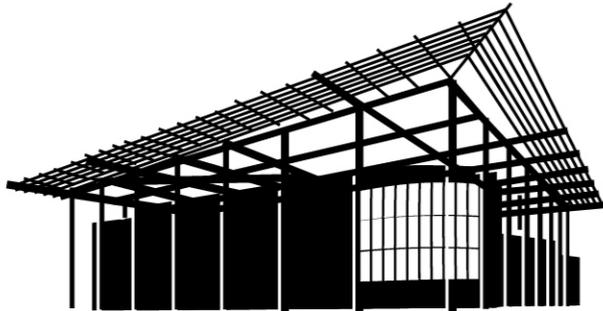
1/4

A good quarter of all exhibitions reported in 2022 took place in a museum of this size category.

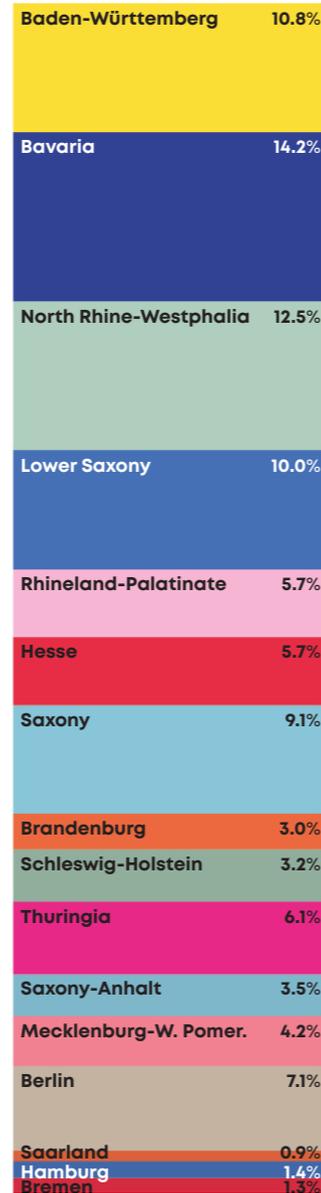
53.2% was the average share of **tourists** in medium-sized museums. The average share of **school groups** was 11.1%.

c. 50%

More than half of the special exhibitions reported by museums with 10,001 to 50,000 visits **focused on art** (53.3%).



Museums with 10,001 to 50,000 visits



Distribution of museums with 10,001 to 50,000 visits by federal state (n = 789)

19.6%

Museums with 10,001 to 50,000 visits made up 19.6% of all museums that reported visitor numbers in 2022. In the capital, Berlin, 40% of museums fell under this size category.



Distribution by federal state

Above average in the north and east

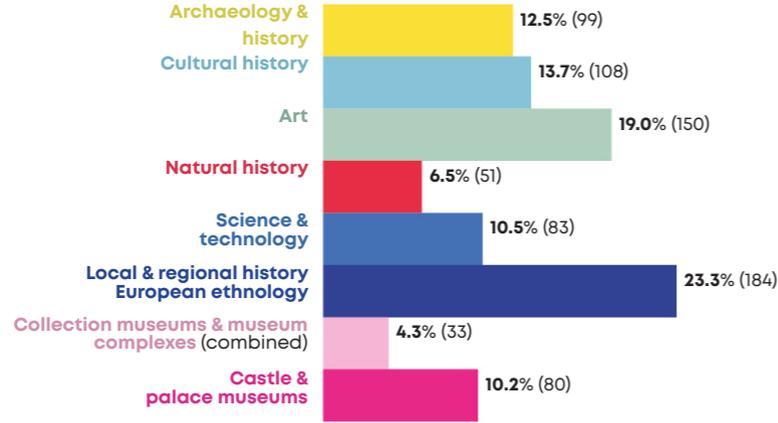


Percentage distribution of museums with 10,001 to 50,000 visits (n = 789) of all museums that reported visit numbers (n = 4,021) by federal state.

One in five

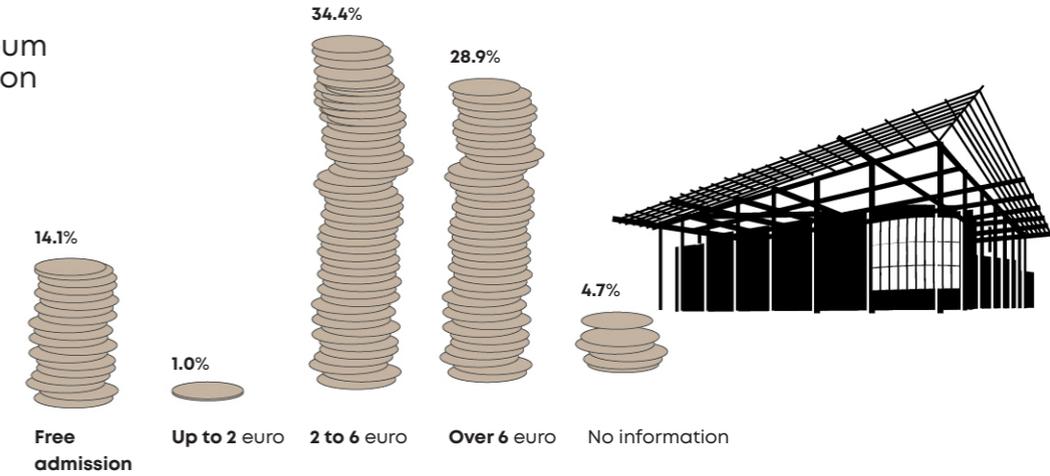
Museums with 10,001 to 50,000 visits

Museum types A broad range



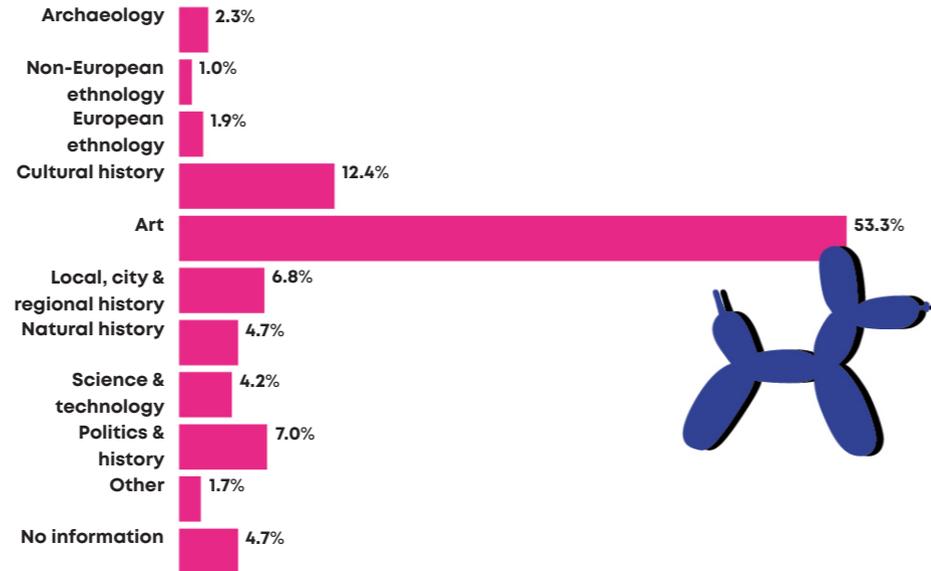
Percentage distribution of museums with 10,001 to 50,000 visits (n = 789) by museum type.

Admission prices Every seventh museum charges no admission



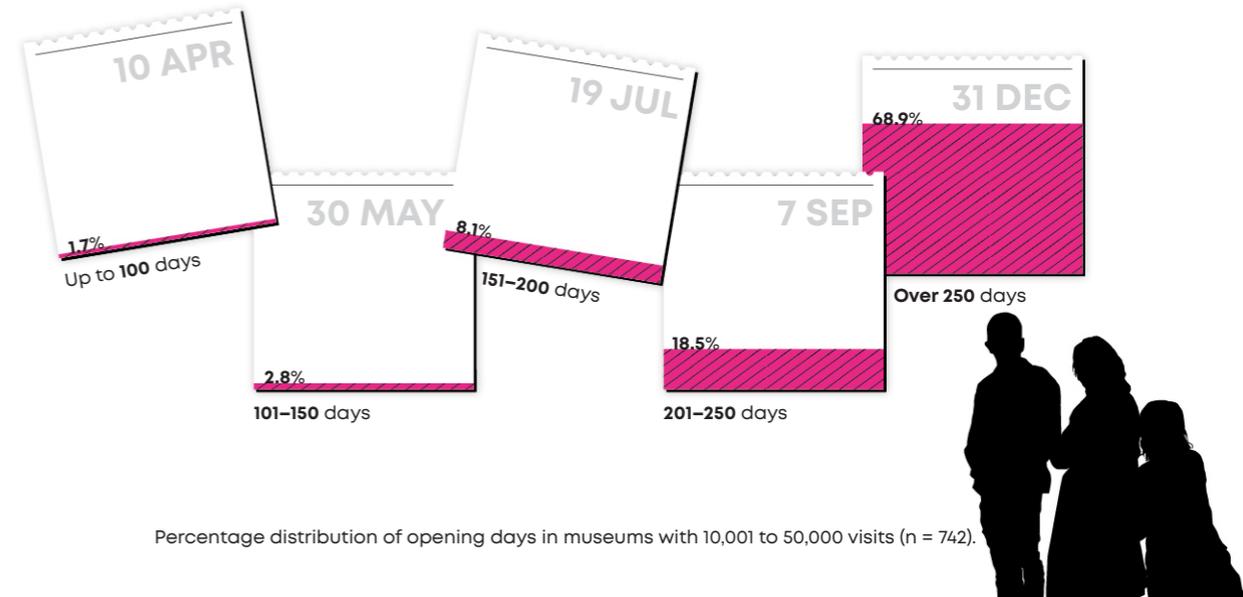
Percentage distribution of admission prices for museums with 10,001 to 50,000 visits (n = 789)

Exhibition themes Art stays ahead



Percentage distribution of thematic focuses of reported special exhibitions in museums with 10,001 to 50,000 visits (n = 1,759), multiple responses possible.

Opening days Two thirds open more than 250 days



Percentage distribution of opening days in museums with 10,001 to 50,000 visits (n = 742).

Nine percent

Art museums, archaeological and historical museums, and science and technology museums are particularly well represented in this size category.

61.4%

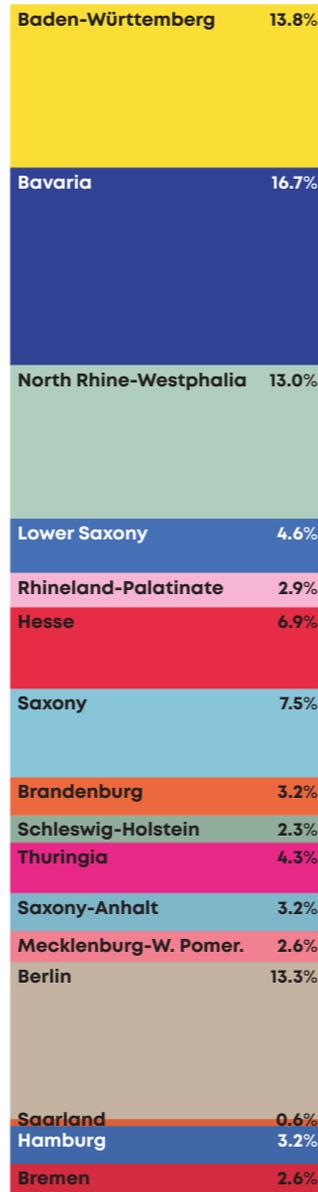
was the average share of **tourists** in the most visited museums. The average share of **school groups** was **12.8%** in this category.

Every seventh exhibition was organised by a museum with more than 50,000 visits. Museums in this size category most often **focused their exhibitions on art** (53.6%).

Museums with more than 50,000 visits reported **57 million visits** in 2022, accounting for **70%** of **total visits**.



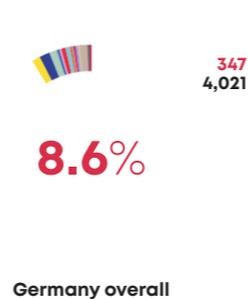
Museums with more than 50,000 visits



Distribution of museums with more than 50,000 visits by federal state (n = 347)

8.6%

Museums with more than 50,000 visits made up **8.6%** of all museums that reported visitor numbers in 2022.



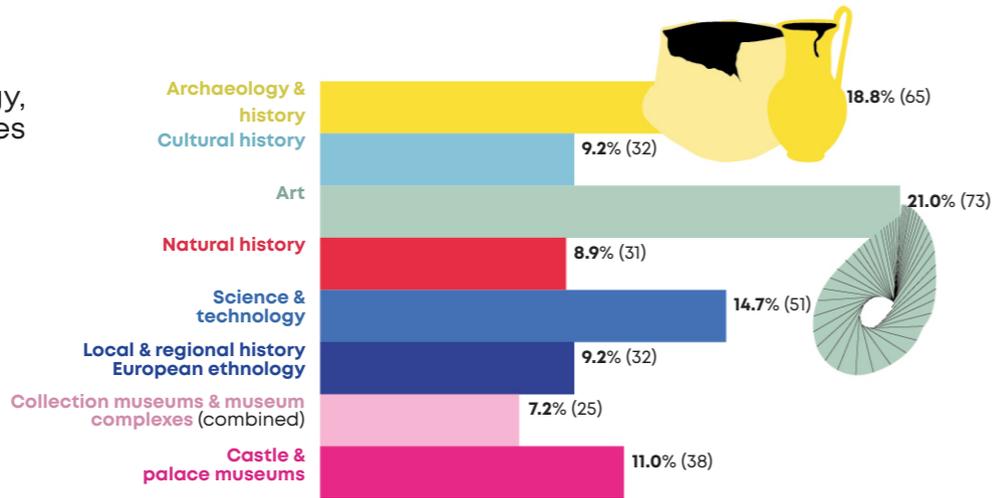
Distribution by federal state City-states in the lead



Percentage distribution of museums with more than 50,000 visits (n = 347) of all museums that reported visit numbers (n = 4,021) by federal state.

Nine percent

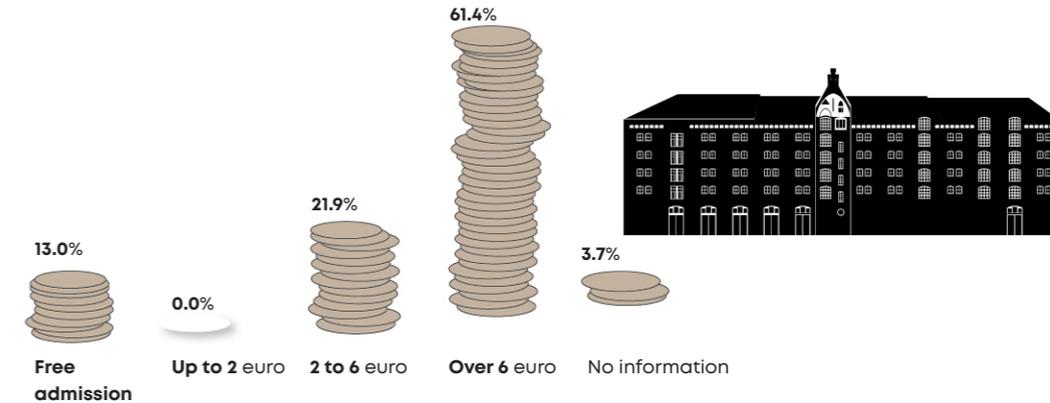
Museums with more than 50,000 visits



Percentage distribution of museums with more than 50,000 visits (n= 347) by museum type.

Admission prices

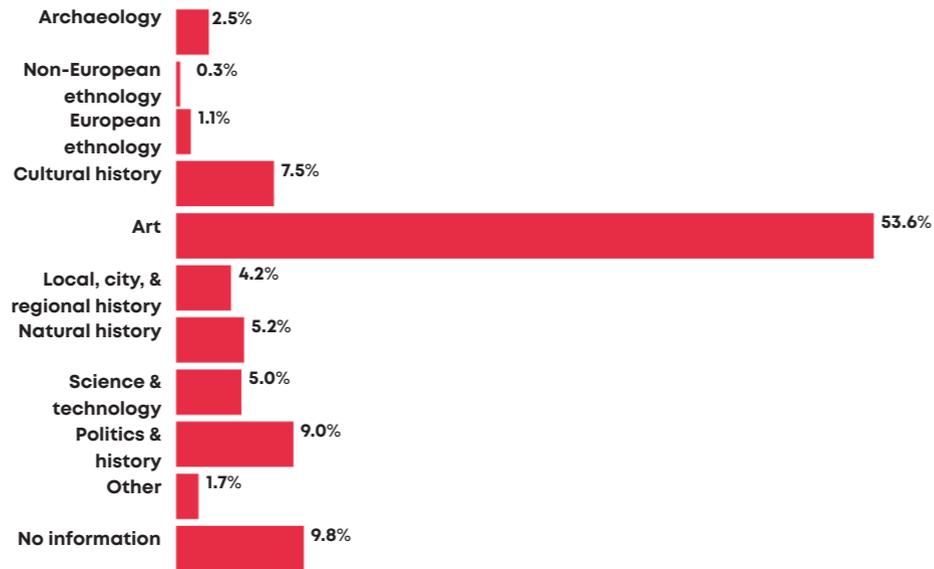
Two thirds charge more than 6 euro



Percentage distribution of admission prices in museums with more than 50,000 visits (n = 347).

Exhibition themes

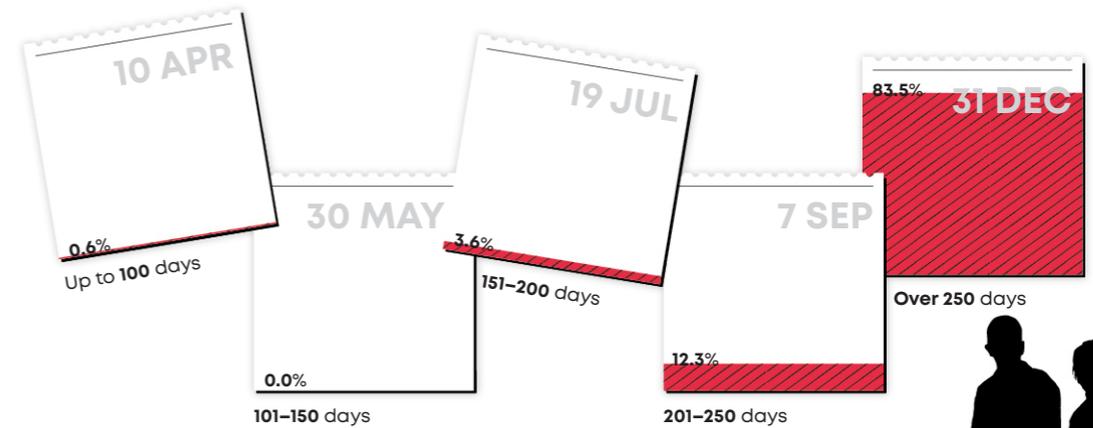
Art in the lead



Percentage distribution of thematic focuses of reported special exhibitions in museums with more than 50,000 visits (n = 920), multiple responses possible.

Opening days

Over 80 percent open more than 250 days



Percentage distribution of opening days in museums with more than 50,000 visits (n = 334).

Trust in museums

7.4

out of 10

A **nationally representative** study carried out in 2023 examined, for the first time, how much trust people in Germany place in museums. Trustworthy museums are important holders of social capital. They strengthen social cohesion and reinforce trust in cultural institutions overall.

Within both personal and institutional contexts, museums enjoy the **highest level of trust after family and friends**, and ahead of scientists and the media.

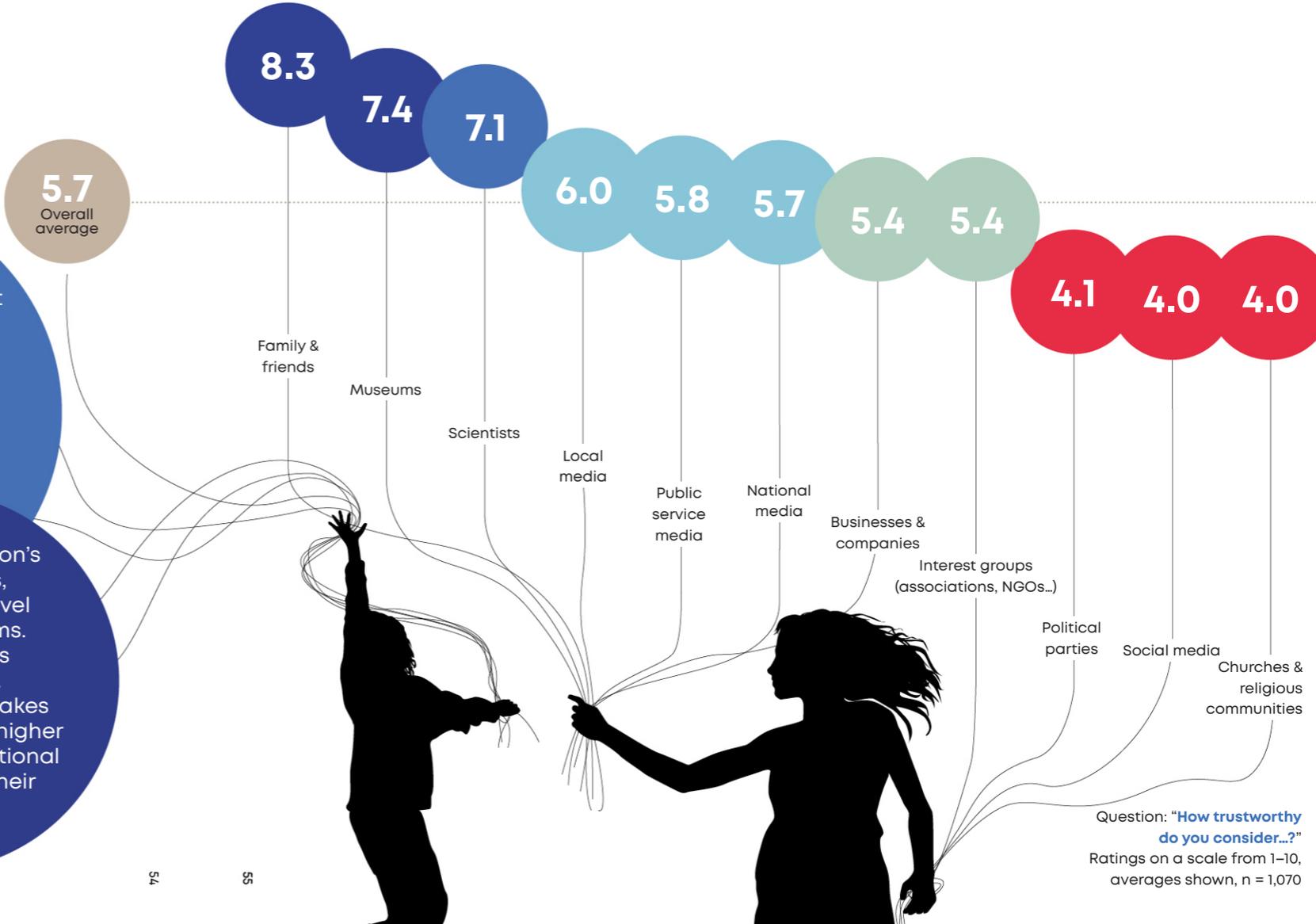
Museums achieve the highest trust scores of all public institutions and perform exceptionally well compared with other political, cultural, and economic actors.

The higher a person's interest in politics, the higher their level of trust in museums. This relationship is very pronounced. Education also makes a difference: the higher a person's educational level, the higher their trust in museums.

Age, gender, migration background, and size of place of residence do not significantly influence trust in museums.

Trust in comparison with other institutions

First place after family and friends



Question: "How trustworthy do you consider...?"
 Ratings on a scale from 1-10, averages shown, n = 1,070

Trust in museums

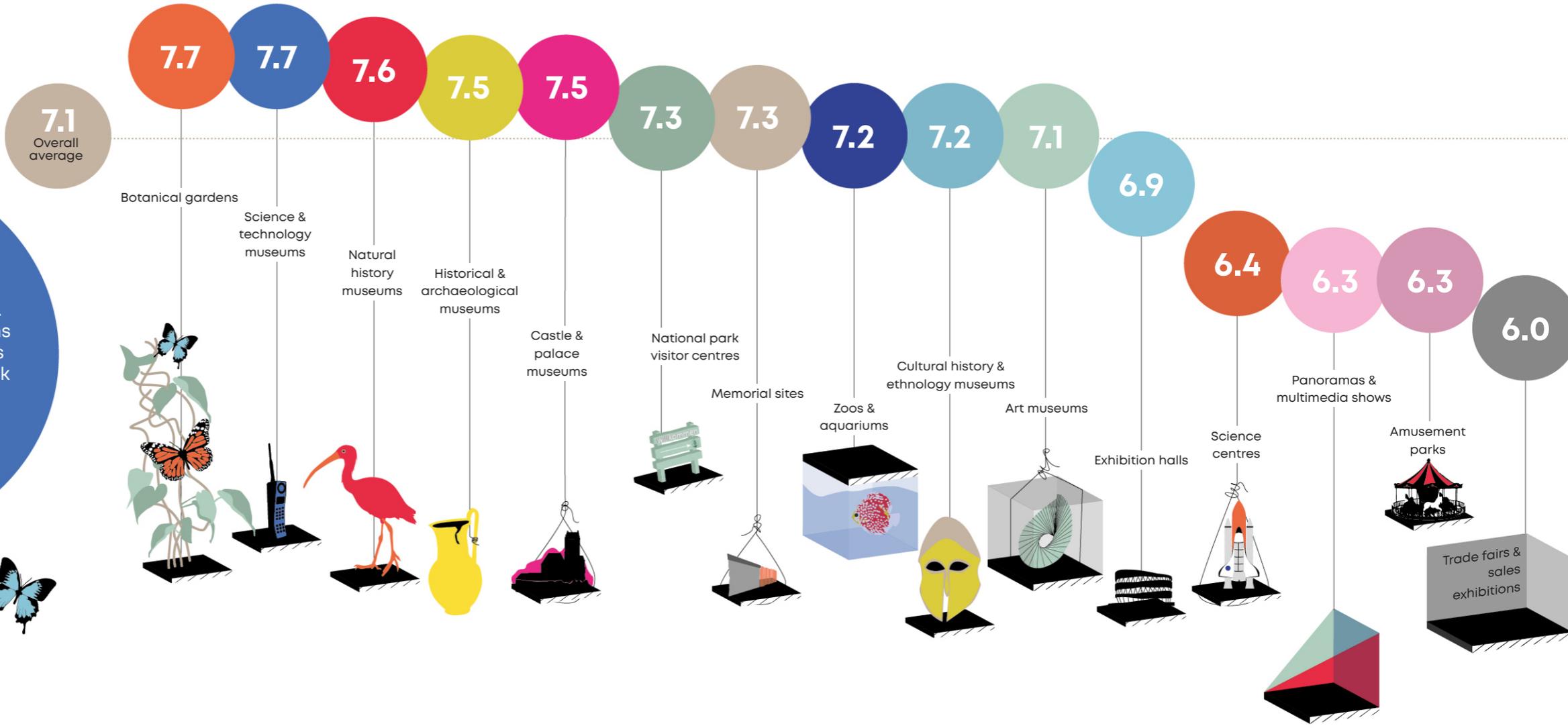
Museums enjoy significantly higher levels of trust than similar cultural institutions and visitor attractions.

Trust levels are consistently high across all museum types. Within this spectrum, museums for science and technology as well as botanical gardens rank at the top of the trust scale, closely followed by natural history museums.



Trust by museum type

Natural history, science and technology in the lead

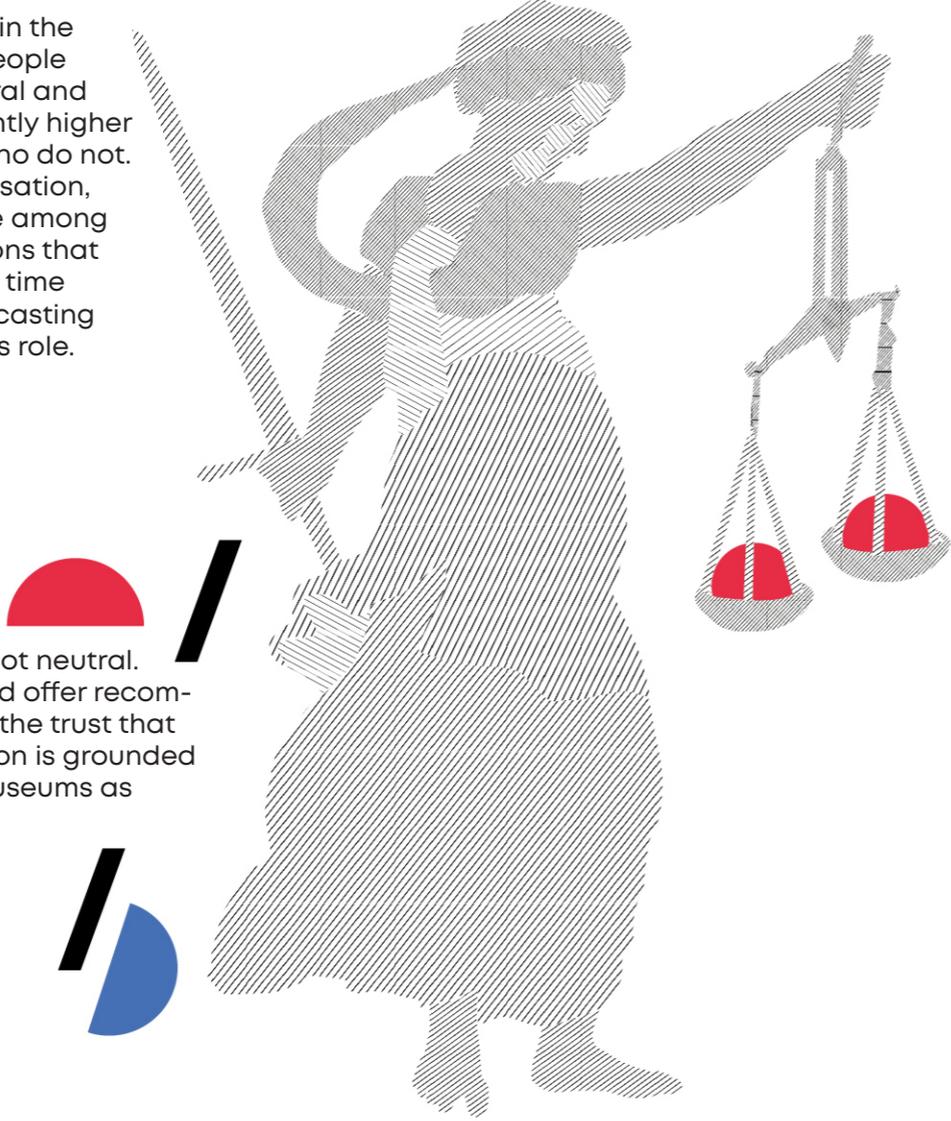


Question: "How trustworthy do you consider...?"
Ratings on a scale from 1-10, averages shown, n = 1,070

Trust in museums

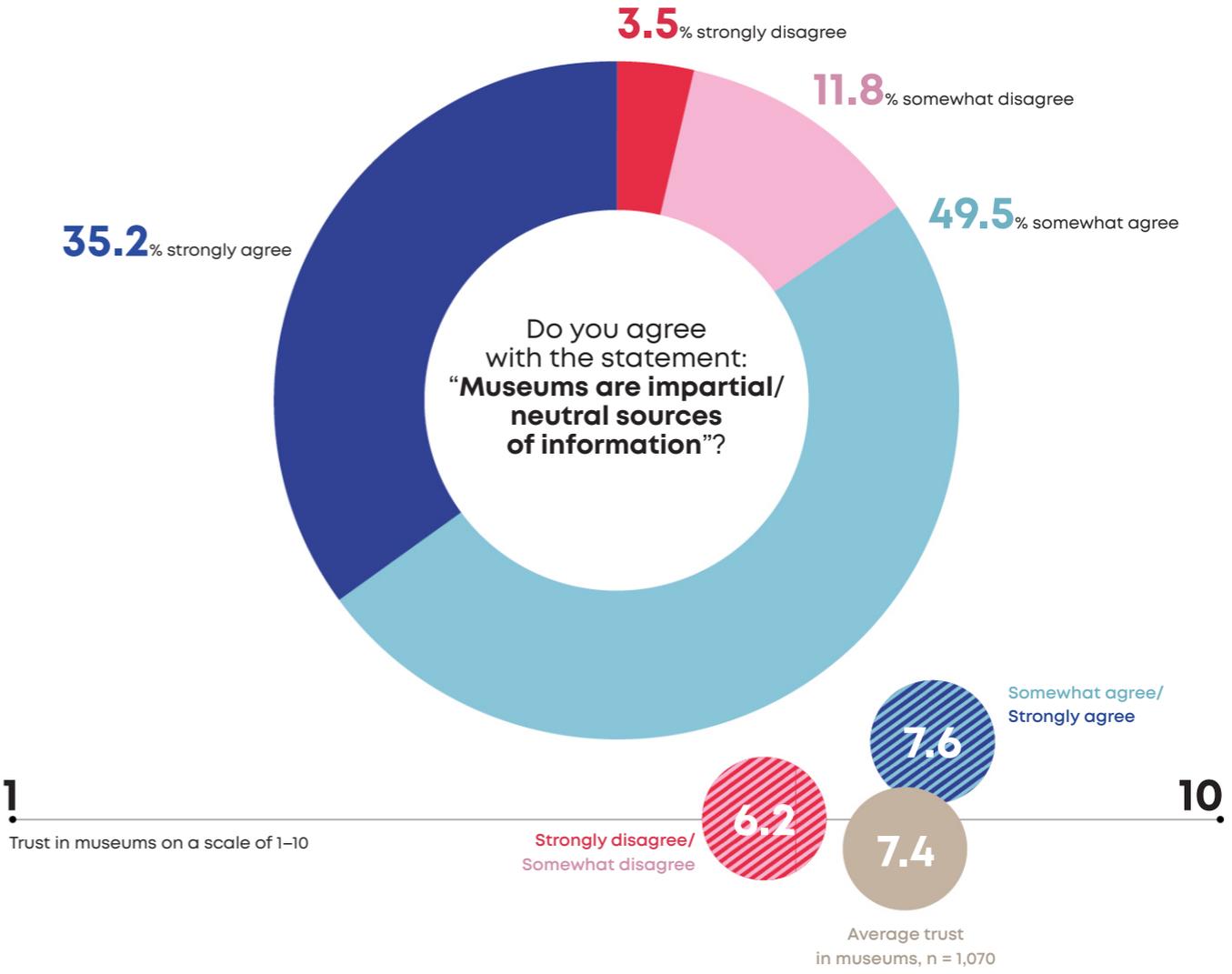
Trust in museums is rooted in the **perception of neutrality**. People who see museums as neutral and impartial express significantly higher levels of trust than those who do not. In an age of growing polarisation, museums may therefore be among the last remaining institutions that bring people together, at a time when public service broadcasting no longer seems to fulfil this role.

Museums themselves are not neutral. They can take positions and offer recommendations for action. Yet the trust that enables this scope for action is grounded in a basic perception of museums as neutral institutions.



Trust and the perception of museums

An overwhelming majority sees museums as neutral institutions



Percentage distribution of agreement levels with the neutrality statement, n = 1,070; average trust levels of the different agreement groups on a scale of 1-10, values shown are averages, n = 1,070.

Frequency of visits

In the nationally representative trust study, respondents were asked about their **frequency of museum visits** for the first time since 2013.

35.1%

of respondents had visited a museum in the **past 12 months**.

For **23.6%**, their last museum visit was **more than three years ago**.

21.1% last visited a museum **one to three years ago**.

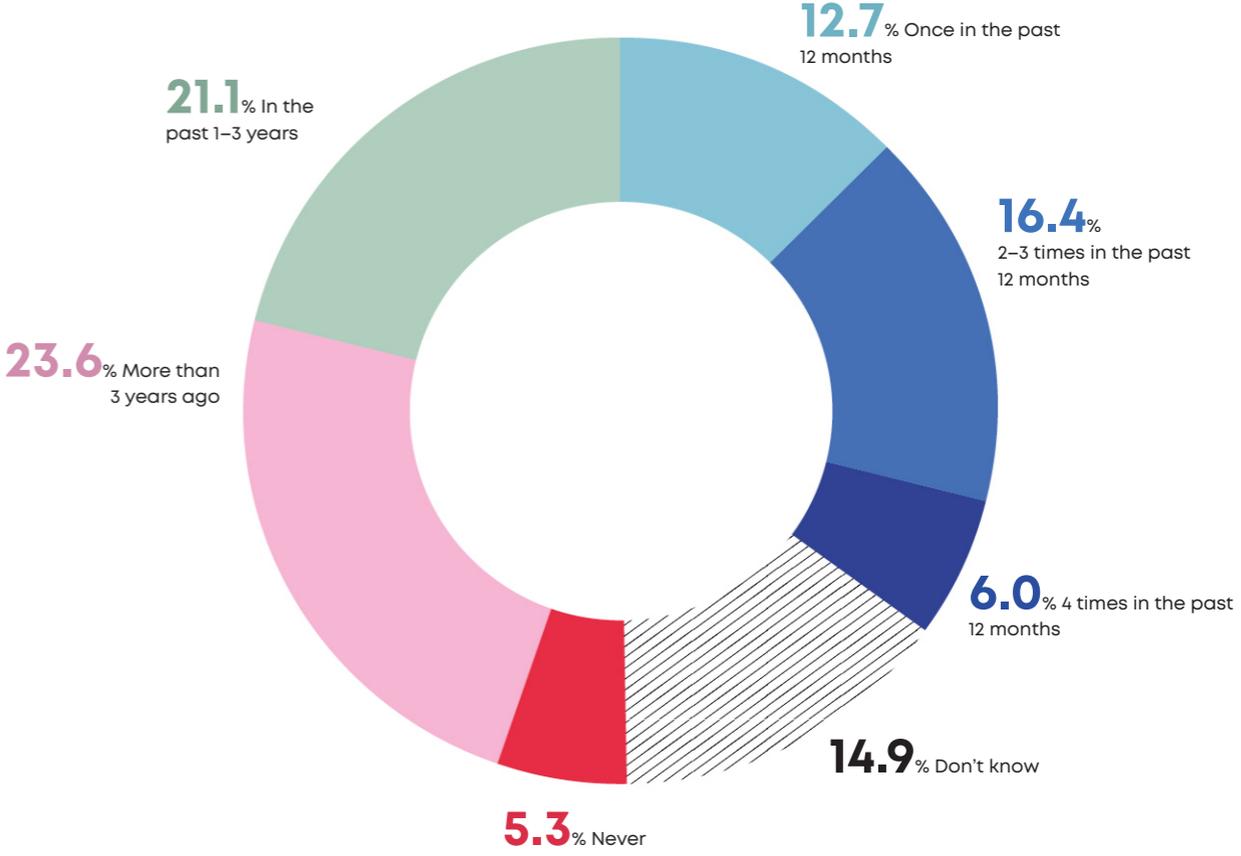
5.3% of the German resident population **do not visit museums at all**.

6% visit **four times a year or more**.



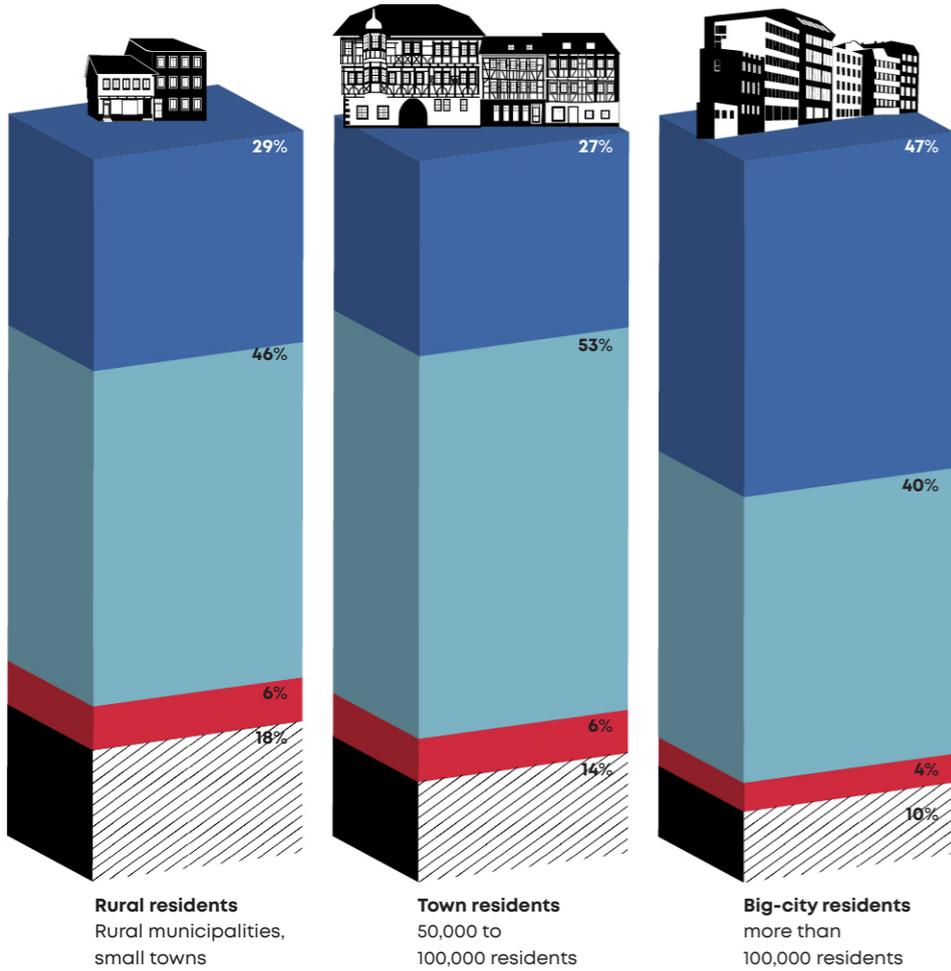
Frequency of visits to museums

One third of the German resident population visited last year

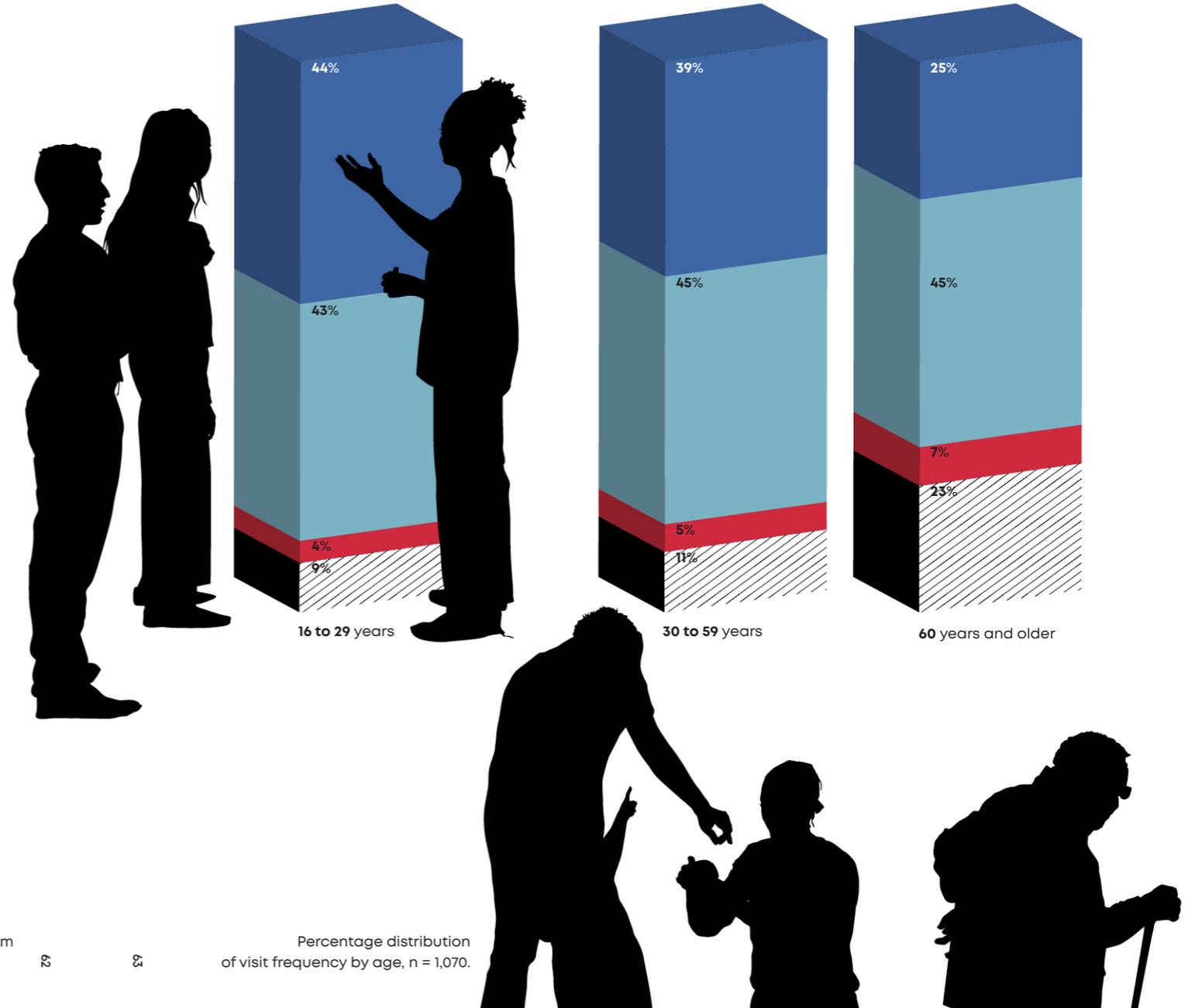


Percentage distribution of self-reported frequency of visits to museums (question cascade: "When was your last visit to a museum?/ How often have you visited a museum in the past 12 months?"), n = 1,070.

Frequency of visits



Frequency of visits and place of residence Big-city pleasures



Frequency of visits and age Younger people visit more often

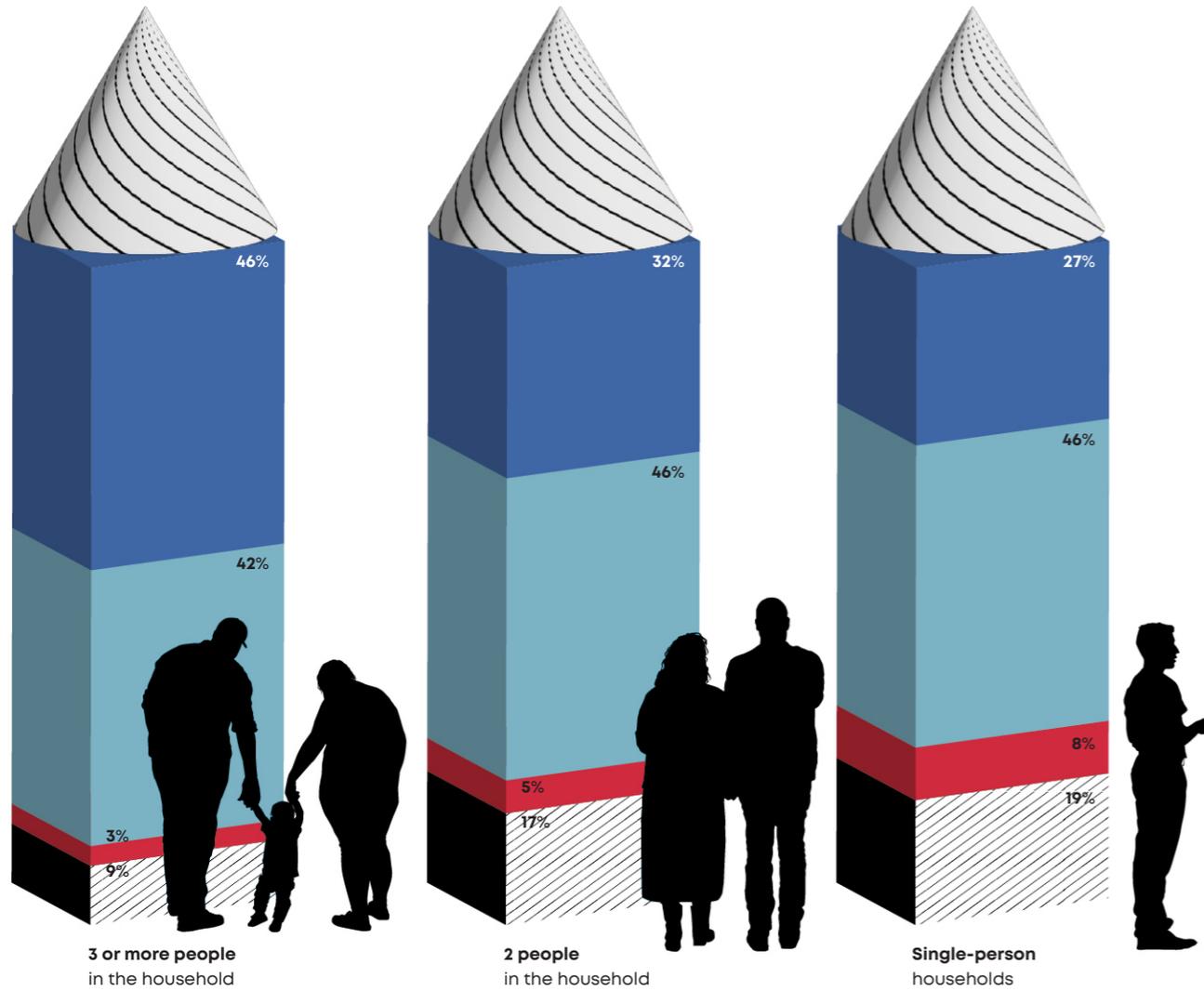
- In the past 12 months
- In recent years
- Has not visited a museum
- Can't remember

Percentage distribution of visit frequency by age, n = 1,070.

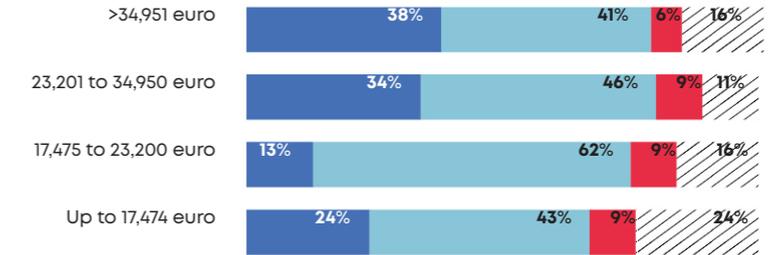
Frequency of visits

Frequency of visits by household size Company preferred

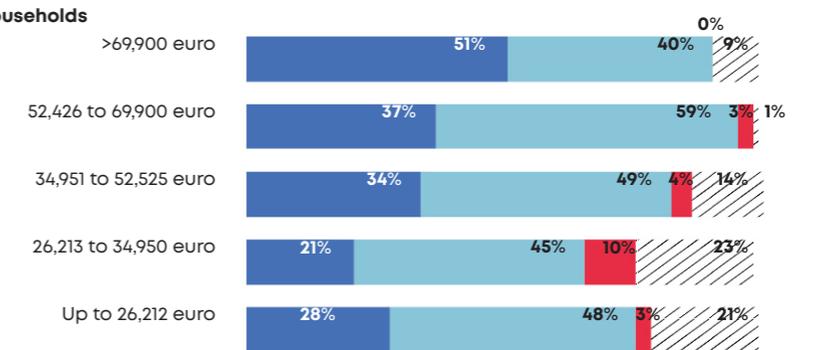
Frequency of visits by household income Lower-middle income households visit less



Single-person households



Couple households



Percentage distribution of frequency of visits by household size, n = 1,070.

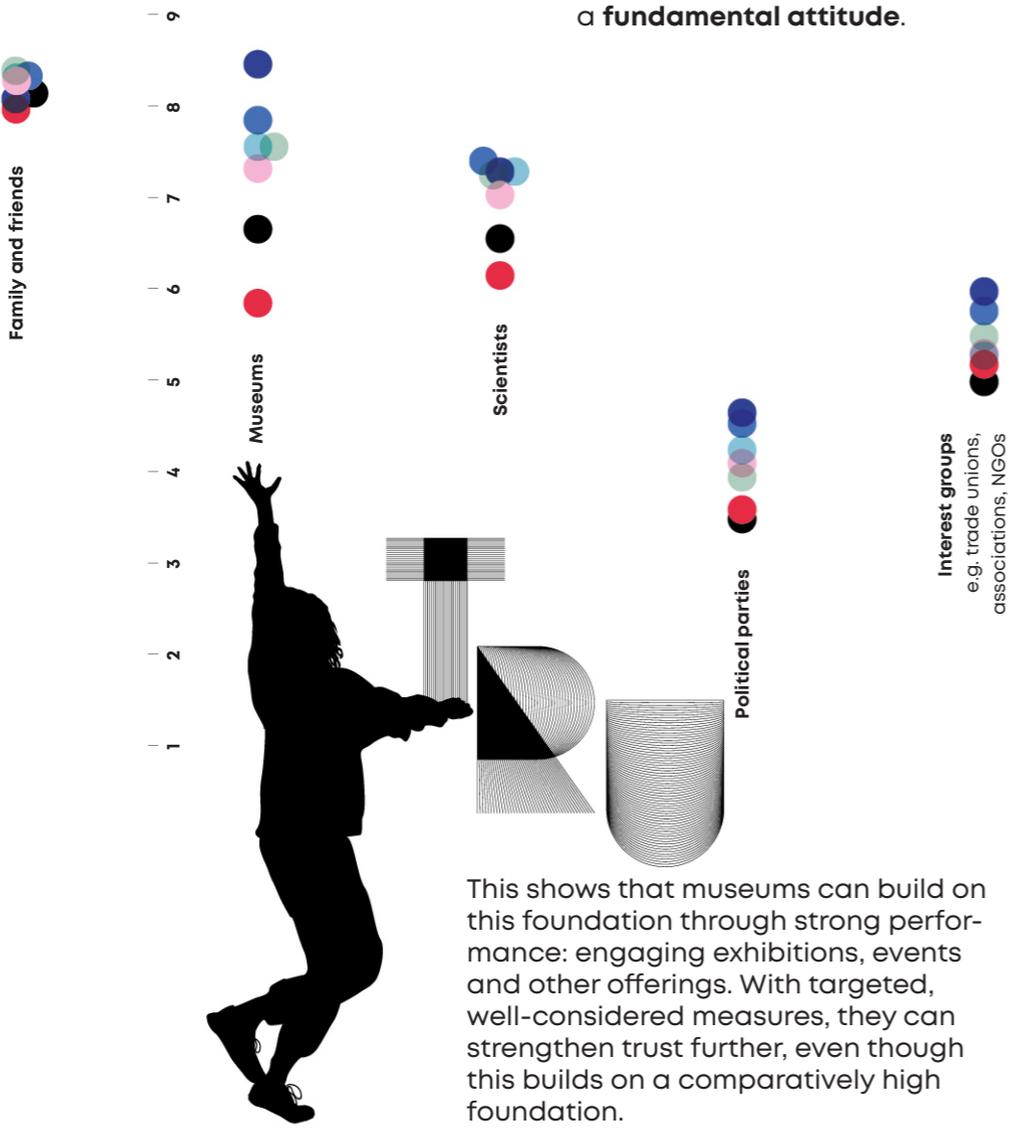
■ In the past 12 months
■ In recent years
■ Has not visited a museum
 Can't remember

£

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Percentage distribution of frequency of visits by household income, n = 1,070.

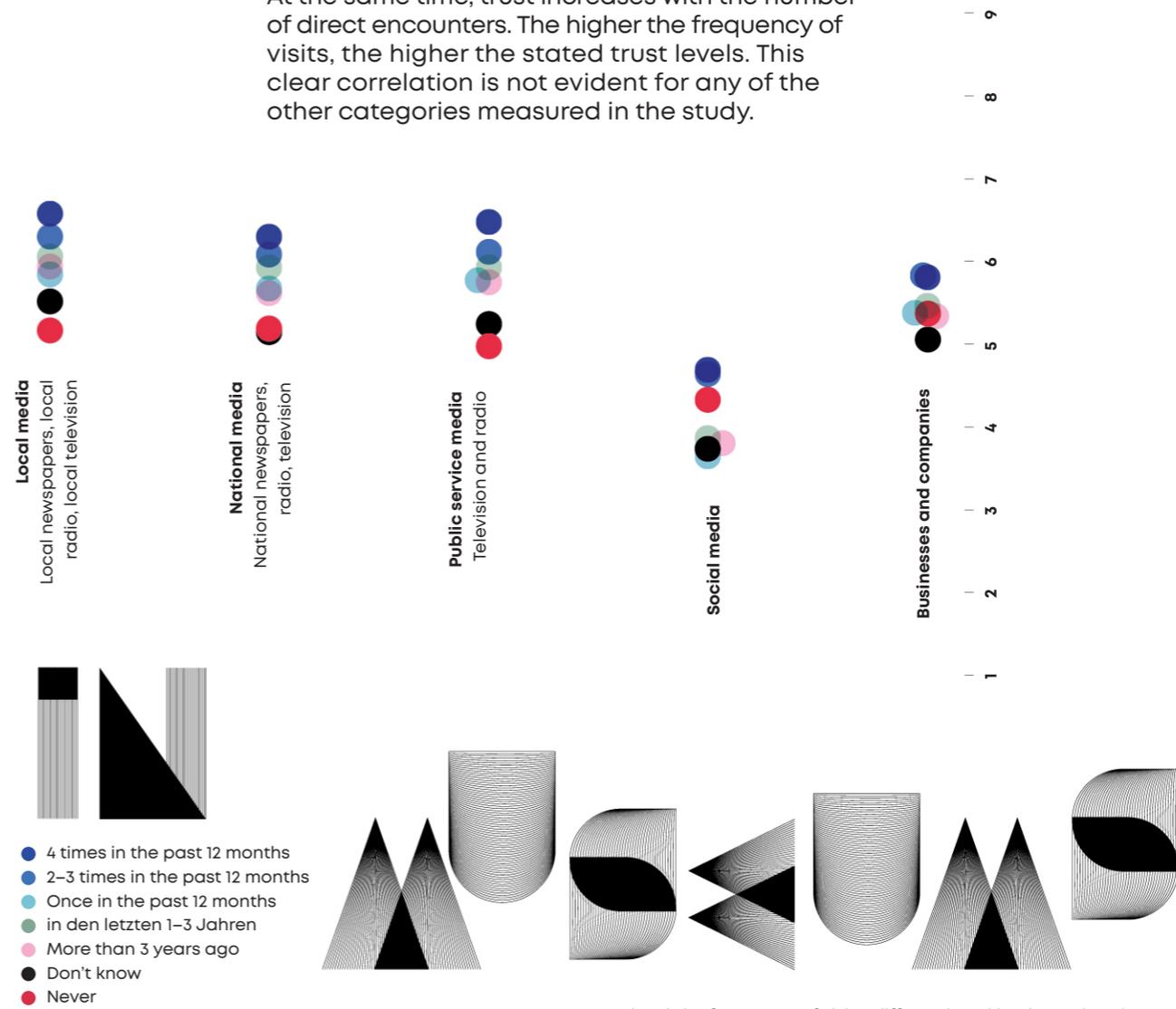
Frequency of visits



Frequency of visits and trust

Trust grows with encounters

At the same time, trust increases with the number of direct encounters. The higher the frequency of visits, the higher the stated trust levels. This clear correlation is not evident for any of the other categories measured in the study.



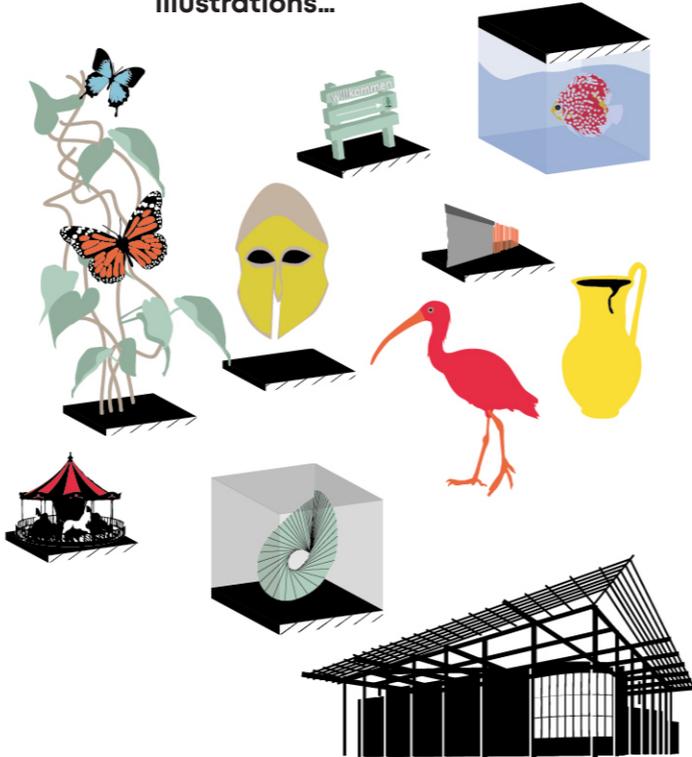
Average trust levels by frequency of visits, differentiated by the various items in the trust study; the values shown are averages, n = 1,070.

Want more numbers?

All figures in this booklet are taken from the Statistical Survey of Museums in the Federal Republic of Germany for the year 2022. The survey provides many additional data points in extensive graphics and tables for professionals and museum researchers who wish to explore further.

+ 60

museum-specific illustrations...



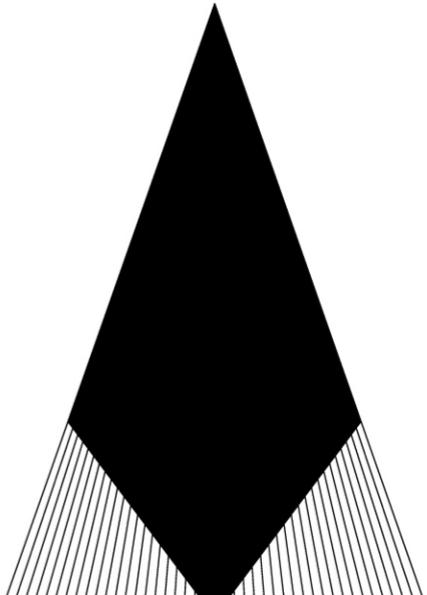
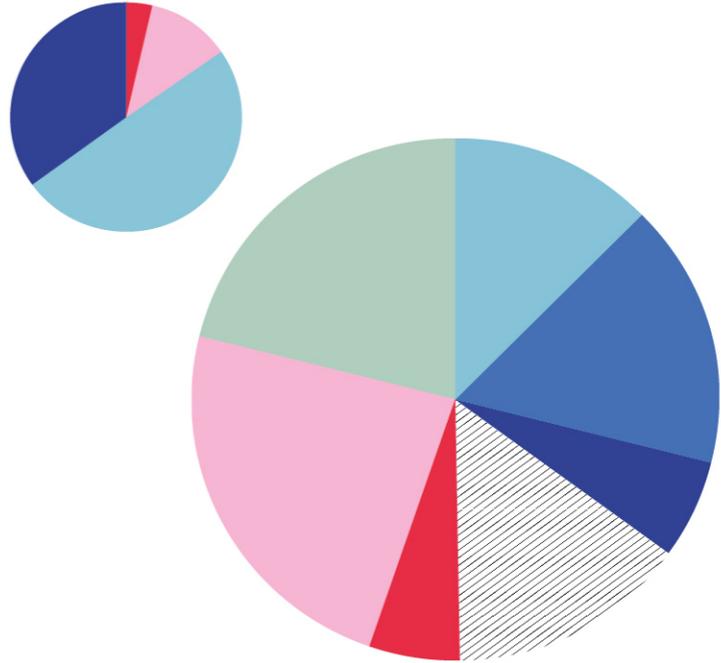
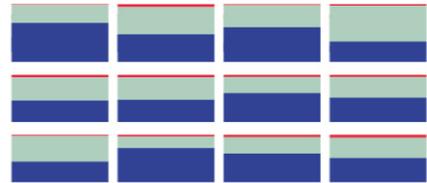
+ 34

individual silhouettes of museum visitors ...



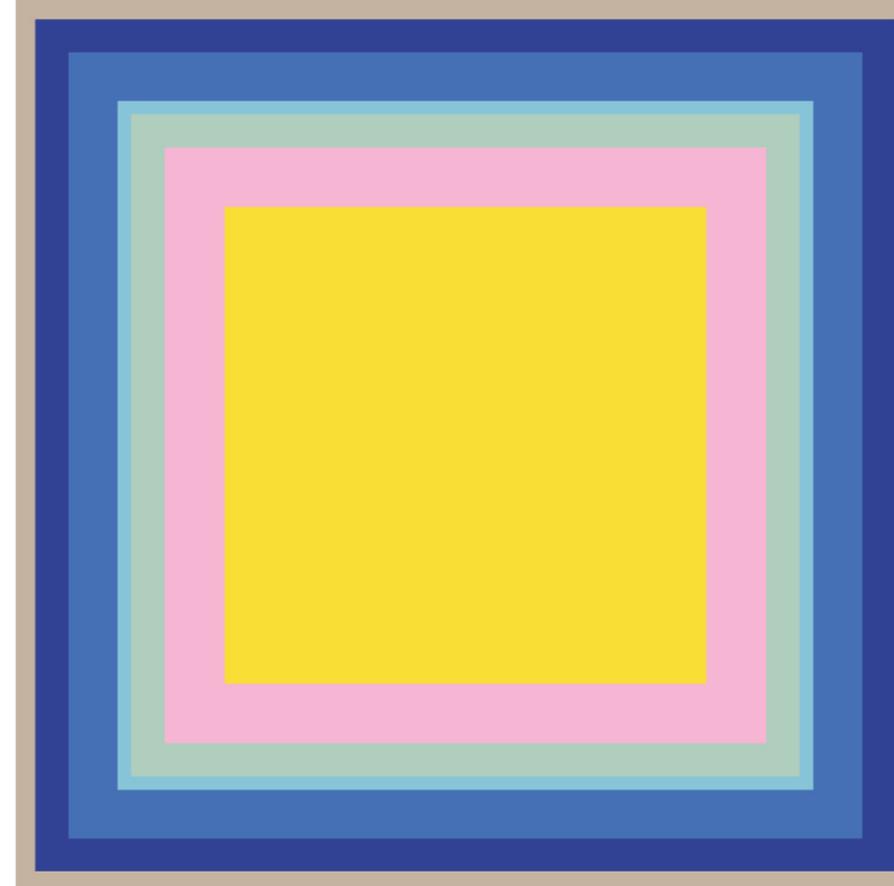
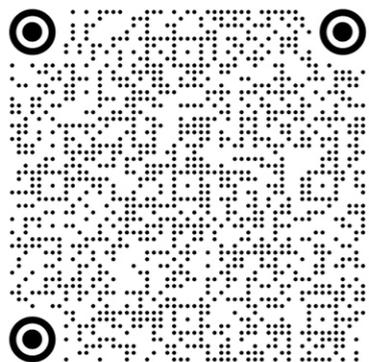
+ 137

individual diagrams were created for this issue





All statistical surveys since 1981 are accessible on the website of the Institut für Museumsforschung, Staatliche Museen zu Berlin (Institute for Museum Research, National Museums in Berlin), and directly at arthistoricum.com, free of charge, either online or as print-on-demand in German. See the QR code below.



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