



SUMMARY · HOW THE SAMPLE IS DRAWN

Who receives a letter is decided by chance

If a letter from the Kulturpanel is in your letterbox, it is not because you registered somewhere or because someone thinks you are interested in culture. Your address was drawn in a random procedure. This page explains where the addresses come from, how the selection works and what is known about you in the process – and what is not.

1 Where the addresses come from

A random sample needs a list to draw from: all residential addresses in the city. The population register is not open to private projects for this purpose, and buying addresses was out of the question. The list was therefore built from **official geodata of the state of North Rhine-Westphalia** – the public map data in which every building and every house number is recorded. It is freely accessible to everyone and contains no names. From it, a list of Düsseldorf's residential buildings was compiled, with street and house number, ordered by district.

2 How chance selects

The city is divided by its districts so that each district is represented in proportion to its share of the population. Within the districts, small groups of neighbouring addresses are formed. From these groups a mathematical procedure draws a limited number – in such a way that **every residential address in the city has the same chance** of being included. In the groups that are drawn, all households are then written to. The procedure is well established in social research and follows the model of the Microcensus of official statistics.

This is exactly why no one can take your place: whoever does not answer leaves a gap that no other household can fill. Participation nevertheless remains voluntary.

3 What is known about you – and what is not

The address list contains nothing but street, house number and district. **Names were never collected**; the letters therefore go to the household without a name. Before mailing, the only thing counted at the drawn addresses was how many flats there are in the building, so that every household receives a letter – who lives there was not recorded.

Your address and your answers are stored separately. The access code in the letter serves only to avoid duplicate participation. Once the survey is complete, this link is deleted; analysis is carried out exclusively in groups, never on an individual questionnaire.

For your safety: A genuine letter from the Düsseldorfer Freizeit- und Kulturpanel arrives by post only and contains an access code. We never write unsolicited by e-mail, never ask for bank details or passwords, and do not survey any city district for which no survey month has been published on the portal.

At a glance

WHAT IS DRAWN FROM

All residential addresses in Düsseldorf, built from freely accessible official geodata of the state of NRW

HOW IT IS DRAWN

Random selection by district, following the procedure of the Microcensus

WHAT IS SELECTED

The address, not the person – all households at a drawn address are written to

WHAT IS STORED

Street, house number, district

WHAT IS NOT STORED

Names, telephone numbers, characteristics of residents

START OF THE SURVEY

Pilot study in city district 1, from October 2026

RESPONSIBLE

Christian Sondergeld, privately and at his own expense – no client

What we let ourselves be measured against

- **No purchased addresses.** All sources are official and public.
- **The same chance for everyone.** No district and no population group is favoured.
- **Verifiable.** The procedure is documented; the full procedural documentation is made available on request for scientific review.
- **Data-minimal.** Only what is needed for mailing is collected.