Visitors to Museums and Galleries 2004

Research Study Conducted for the Museums, Libraries & Archives Council

March 2004

For

Museums, Libraries and Archives Council
16 Queen Anne's Gate
London SW1H 9AA

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MORI

Introduction

This report sets out the findings of a research project conducted for the Museums and Libraries Archive by MORI (Market & Opinion Research International). The research was conducted using the MORI Omnibus survey, between 29th January and 16th February 2004.

The purpose of the research is to investigate levels of visiting museums and art galleries and to discover what the triggers and barriers are to visiting such places.

More specifically, the research focused on the following key topics;

- Frequency of visiting places and events, including museums and art galleries
- Reasons for visiting and not visiting museums and art galleries
- Specific subject areas of interest
- Likelihood of visiting the same or other museums or galleries

Methodology: Questions were placed on two waves of the MORI Omnibus, the regular MORI survey among the general public. A nationally representative quota sample of 4,039 adults (aged 15 and over) was interviewed throughout Great Britain by MORI in 190 different sampling points.

Interviews were conducted face to face, in respondents' homes, using CAPI (Computer Assisted Personal Interviewing).

Reporting: In the graphs and tables, the figures quoted are percentages. The size of the sample base from which the percentage is derived is indicated. Note that the base may vary – the percentage is not always based on the total sample. Caution is advised when comparing responses between small sample sizes.

As a rough guide, please note that the percentage figures for the various sub-samples or groups generally need to differ by a certain number of percentage points for the difference to be statistically significant. This number will depend on the size of the sub-group sample and the % finding itself - as noted in the appendices.

Where an asterisk (*) appears it indicates a percentage of less than one, but greater than zero. Where percentages do not add up to 100% this can be due to a variety of factors – such as the exclusion of 'Don't know' or 'Other' responses, multiple responses or computer rounding.

Publication of Data: Our standard Terms and Conditions apply to this, as to all studies we carry out. Compliance with the MRS Code of Conduct and our clearing of any copy or data for publication, web-siting or press release which contains any data derived from MORI research is necessary. This is to protect our client's reputation and integrity as much as our own. We recognise that it is in no one's best interests to have survey findings published which could be misinterpreted, or could appear to be inaccurately, or misleadingly, presented.

Executive Summary

- The higher an individual's social class, household income and education, the more likely they are to visit museums, art galleries and other types of cultural attractions. The exception to this trend is the visiting of theme parks and zoos or wildlife parks, which appeal equally across all social classes.

- Those in the lower social classes who do not visit museums and art galleries tend to say they have no interest in this type of place or find them boring, whereas non-visitors in the higher social classes say they do not have the time to visit.

- Older people, those in the higher social classes and those without children are the most frequent museum/gallery visitors.

- Almost everyone who has visited a museum or gallery during the last 12 months is extremely likely to visit either the same venue or a similar one again during the next 12 months.

- The main reason for visiting a museum or art gallery is a subject matter of interest to the individual. This influenced visitors' most recent visits and is given as a reason for encouragement to visit on future occasions.

- Ancient history, how people used to live, local history and historical paintings and drawings are the most popular areas of interest in a museum or gallery. Younger people are also interested in science and technology.

- Food and agriculture, geology/geography and modern history are less appealing to all age and social groups.

- The majority think it is important for their local town or city to have its own museum or art gallery. This includes a substantial proportion (76%) of those who had not visited during the past 12 months.

Summary of Findings

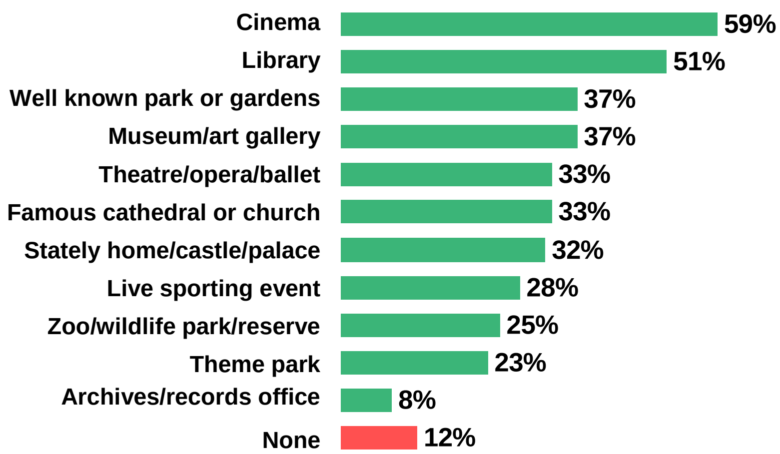
Visiting places and events

Just over one third of the population (37%) has visited a museum and/or an art gallery in the past 12 months. This is less popular than visiting a cinema (59%) or library (51%) and matches the proportion that has visited a well-known park or garden.

Museum/gallery visiting is more popular than going to a famous cathedral or church, the theatre, opera or ballet, or a stately home, castle or palace. Around a quarter have visited a live sporting event, a zoo, wildlife park or reserve, or a theme park.

Leisure Activities

Q1 ***In the last 12 months, which, if any, of the places or events on this card have you been to in the UK?***



Base: All GB residents (4,039)

Source: MORI

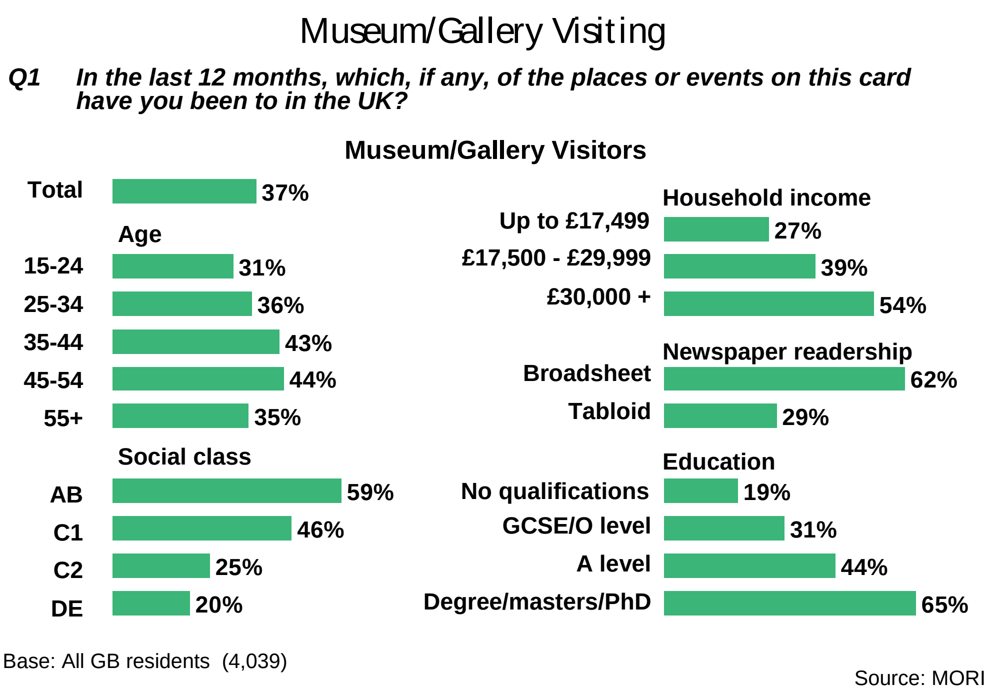
The likelihood to have visited the majority of places/events asked about appears to be strongly linked to social class, with those in the AB social class being much more likely than those in the DE social class to have visited any of the places/events. The exceptions to this trend are theme parks and zoos/wildlife parks, which are visited almost equally by all social classes. In fact, one in four DEs have not visited any of the attractions listed during the last 12 months.

Visiting Places and Events – Social Class Breakdown

	Total	AB	C1	C2	DE
Base: All (4039)	*(4039 %*	*(834) %*	*(1123) %*	*(866) %*	*(1216) %*
Museum/Art Gallery	37	**59**	**46**	25	20
Cinema	59	**72**	**65**	56	45
Library	51	**64**	**59**	39	40
Well known park/gardens	37	**55**	**43**	29	24
Theatre/opera/ballet	33	**54**	**41**	22	16
Famous cathedral/church	33	**50**	**39**	24	18
Stately home/castle/palace	32	**52**	**36**	25	17
Live sporting event	28	**34**	**32**	28	19
Zoo/wildlife park/reserve	25	27	27	24	22
Theme park	23	21	**25**	**26**	22
Archives/records office	8	**14**	9	6	4
None of these	12	5	7	**15**	**23**

Source: MORI

Household income, newspaper readership, and educational qualifications attained (all often linked to social class), also have an impact on likelihood to have visited a museum or gallery in the last 12 months. Those with a household income of £30,000 or more are twice as likely to have visited as those who earn less than £17,500, whilst people with a Masters degree or PhD are three times as likely to have been to a museum/gallery as people with no formal qualifications.



Neither the presence of children in a household nor ethnicity appears to have any significant effect on the likelihood of visiting a museum or art gallery. (Although there is a six percentage point difference between Whites and non-Whites, this is not necessarily significant given the sample sizes interviewed.)

Regionally, people living in the South East (45%), the East (44%), and the West Midlands (42%) are the most likely to have visited a museum or art gallery in the last 12 months, whereas those in Scotland (21%) and Wales (25%) are less likely to have done so.

Visiting Places and Events – Trends

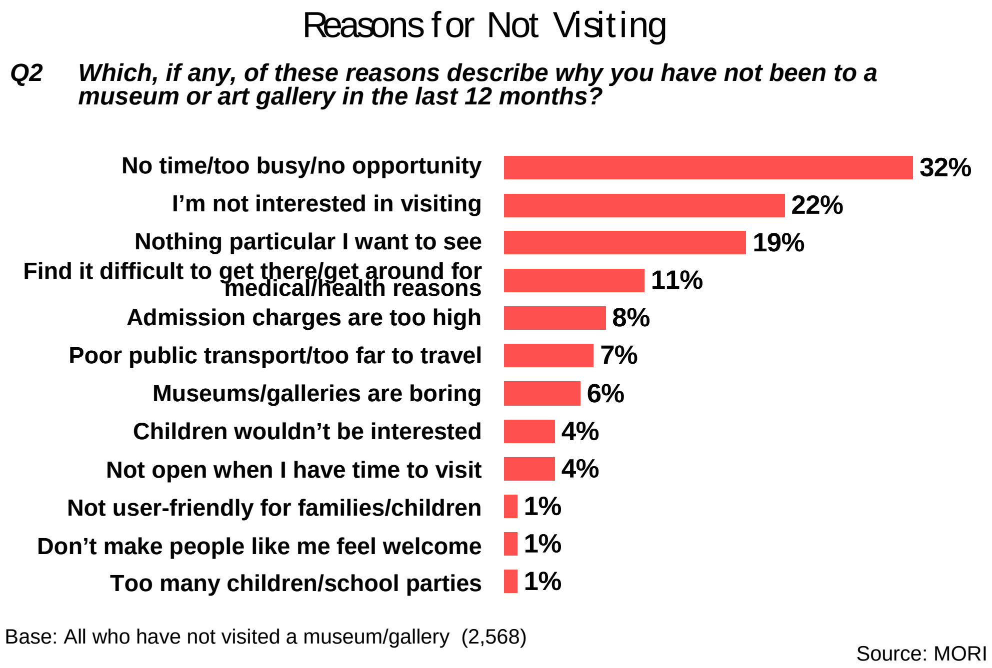
	All Jan/Feb 2004	**All Feb 1999**	**Change +/-**
Base: All (4039)	*(4039)* %	*(2,454)* %	%
Museum/Art Gallery	**37**	**35**	**+2**
Cinema	59	59	-
Library	51	N/A	N/A
Well known park/gardens	37	36	+1
Theatre/opera/ballet	33	30	+3
Famous cathedral/church	33	32	+1
Stately home/castle/palace	32	32	-
Live sporting event	28	26	+2
Zoo/wildlife park/reserve	25	33	-8
Theme park	23	28	-5
Archives/records office	8	N/A	N/A

Source: MORI

Since early 1999, it would appear that there has been a slight increase in the proportion of the public visiting museums or galleries each year, from 35% to 37%.

Reasons for not visiting a museum or art gallery

The main two reasons given for not visiting a museum or art gallery are not having the time to do so (32%) and not being interested in such places (22%). Those in the higher social classes are more likely to cite lack of time, whereas those in the lower social classes are less interested in visiting at all. Both these reasons, however, indicate an inherent lack of interest, as it is unlikely that if someone is genuinely interested in museums and galleries they would be unable to find time over the course of a twelve month period to make one visit. For many people, therefore, whilst there may be an underlying commitment to the concept of visiting, the spark to actually make the effort appears to be lacking.



There are significant numbers of people who feel that physical access is still a challenge – 11% mention the difficulty of getting to or around a museum, whilst 7% cite the distance. In addition, one in eight (12%) mention the cost – specifically admission charges, despite the fact that the major national museums, and many local authority museums do not charge for entry. These responses are significantly higher among those in the DE social classes – the prime target for the DCMS cultural inclusion strategies, so clearly there remains some work to be done in opening up the sector to these groups. Although some mention that they find museums and galleries boring or unwelcoming, it is encouraging, at least, that the issue of museums potentially being regarded as aloof and 'not for people like me' does not stand out as a key barrier.

Those aged between 15 and 24 are the most likely group to say that they did not visit museums and art galleries because there is nothing in particular that they would like to see (27%) or to think that these places are boring (15%). One in ten of those aged 35 to 44 who do not visit museums and art galleries do not go because they think their children would not be interested in them.

Opening times, poor children's facilities and the presence of school parties in museums and art galleries do not appear to be barriers to visiting them.

Reasons for not visiting museums or art galleries

	Total	AB	C1	C2	DE
Base: All who have not visited during the last 12 months (2568)	*(2568)* %	*(335)* %	*(605)* %	*(655)* %	*(973)* %
No time/too busy	31	**41**	38	36	20
Not interested	22	11	18	24	**27**
Nothing in particular I want to see	19	17	19	19	20
Difficult to get to due to health/medical reasons	11	13	9	10	13
Admission charges are too high	8	6	7	7	**11**
Poor public transport	7	4	7	5	**9**
Museums/galleries are boring places	6	4	5	5	**8**
My children would not be interested	4	5	4	5	5
Not open when I have time to visit	4	4	4	4	4
Not very user-friendly for families/young children	1	2	1	1	2
Museums don't make people like me feel welcome	1	2	1	1	2
Too many children/school parties when I want to visit	1	*	2	1	1

Source: MORI

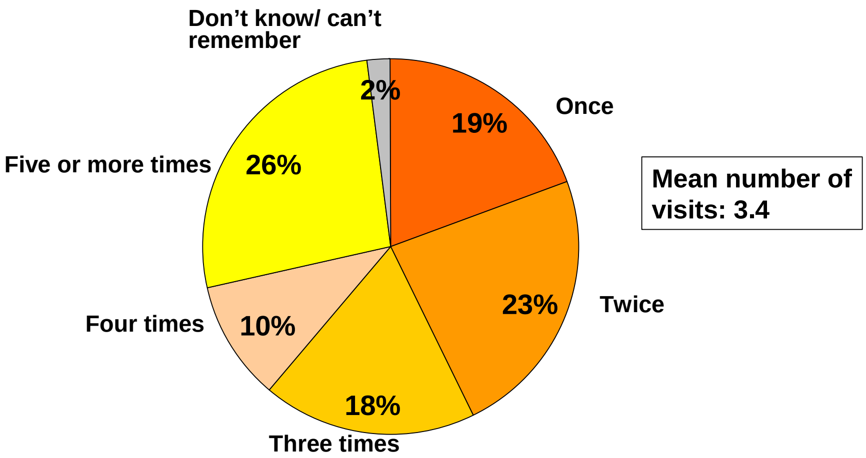
The major change in reasons for not visiting museums and galleries over the last five years has been the huge increase in mentions of 'lack of time'. In 1999, this was mentioned by only around one in twenty of those who had not been to a museum in the preceding 12 months, whereas this is now one in three. There has been a drop, meanwhile, in the proportion of non-visitors who say they are put off by the fact that there is nothing they particularly want to see. (Similarly, the proportion of people mentioning that 'museums are boring places' has halved from 12% to 6%.) In many ways, this could be deemed as a very positive development, in that museums could claim to be providing a service that people want to make use of – if only they could find the time to fit a visit into their busy lives.

Frequency of visiting a museum or art gallery

One in three (36%) of those who have visited a museum or art gallery in the past 12 months have made four or more visits during this time. A fifth (18%) have made three visits, almost quarter (23%) had made two visits, and (19%) have only made one visit during the past 12 months. The average number of visits stands at around 3½.

Visit Frequency

Q4 In the last 12 months, how many times have you been to a museum or gallery in the UK?



Base: All who have visited a museum/gallery (1,471)

Source: MORI

The older people are and the higher their social class, the more frequently they are to have made more than one visit in the last year. Those without children (average 3.6 visits) tend to be more frequent visitors than those with children (3.2).

Frequency of visiting a Museum or Gallery in the past 12 months

	15-24	25-34	35-44	45-54	55+
Base: All who have visited during the last 12 months (1,471)	*(161)* *%*	*(219)* *%*	*(328)* *%*	*(259)* *%*	*(504)* *%*
Once	**25**	17	21	17	18
Twice	26	24	25	25	20
Three times	21	20	19	16	17
Four times	9	12	10	10	11
Five or more times	18	23	26	**28**	**32**

Source: MORI

Frequency of visiting a Museum or Gallery in the past 12 months					
	Total	**AB**	**C1**	**C2**	**DE**
Base: All who have visited during the last 12 months (1471)	*(1471)* %	*(499)* %	*(518)* %	*(211)* %	*(243)* %
Once	19	14	19	**25**	**28**
Twice	23	23	23	27	23
Three times	18	20	17	18	17
Four times	10	11	10	9	10
Five or more times	26	**30**	**27**	18	22

Source: MORI

There are significant regional differences in visit patterns, with people in the North East, Merseyside and London leading the way

Frequency of visiting a Museum or Gallery in the past 12 months	
Base:	*Mean number of visits*
Total (1,471)	3.41
North East (62)	4.00
Merseyside (33)	3.78
London (187)	3.74
Yorkshire & Humberside (138)	3.66
South West (129)	3.60
Wales (59)	3.59
West Midlands (136)	3.43
South East (234)	3.40
Eastern (198)	3.40
North West (130)	3.22
Scotland (79)	3.13
East Midlands (85)	2.95

Source: MORI

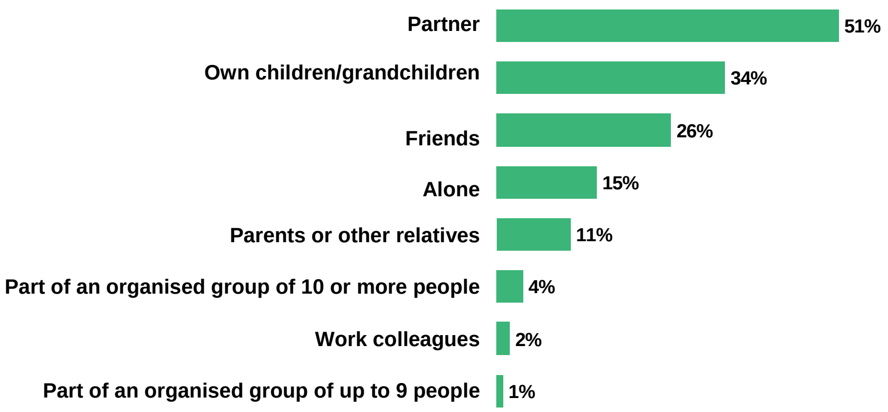
The average visit frequency has not shifted significantly since early 1999. If we assume that those who say they have visited five or more times to have done so on seven occasions (as we know that there are small numbers of people who visit very many more times than this in a twelve month period), then the average number of visits has moved from 3.45 to 3.40.

Companions

Most museum and gallery visitors usually visit with one or more other people. Half (51%) normally visit museums or galleries with their partner, whilst one in four (26%) visit with friends. Only 15% tend to visit alone, rising to 21% of those over 55. Seven in ten of those with children in their household (71%) tend to visit with their children or grandchildren. DEs are also significantly more likely to visit with children and grandchildren, perhaps emphasising the role of children in encouraging traditional non-museum visitors to try visiting.

Visit Companions

Q9 Who do you normally go with?



Base: All museum/gallery visitors (1,471) Source: MORI

Regionally, London stands out as the place where people tend to visit museums and galleries with friends (mentioned by 41%, which is three times as many as in the North East and Yorkshire/Humberside). People in the North East are decidedly more likely than average to visit with children (mentioned by 51%).

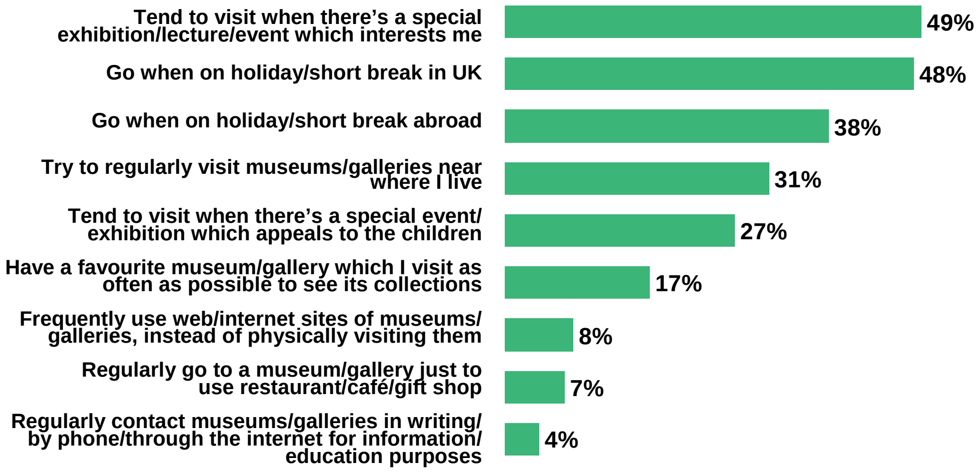
Visit companions have not shifted at all since 1999 – no group has changed by more than two percentage points.

Reasons for visiting a museum or art gallery

The main reason given for visiting a museum or art gallery is to see a particular exhibition or event (49%) of interest. Almost half (46%) of those with children visit when there is a specific exhibition or event that appeals to their children. Being on holiday, either in the UK (48%) or abroad (38%), are the second and third most frequent visit occasions. (This habit rises significantly with age, particularly among those aged 35 and over.)

Visit Habits

Q3 Which, if any, of these statements best describes the circumstances in which you go to/use a museum or gallery?



Base: All who have visited a museum/gallery (1,471)

Source: MORI

Almost a third (31%) of visitors say they try to visit museums and galleries near where they live on a regular basis. This is particularly the case for those living in London (38%) and Yorkshire/Humberside (37%), whereas those in the East Midlands (21%) and East (23%) are less likely to make a point of visiting their local museums and galleries.

A minority (4%) regularly contact museums and galleries by telephone, letter or internet for educational or information purposes, but only 8% claim to use museum and gallery websites as an alternative to actually visiting in person.

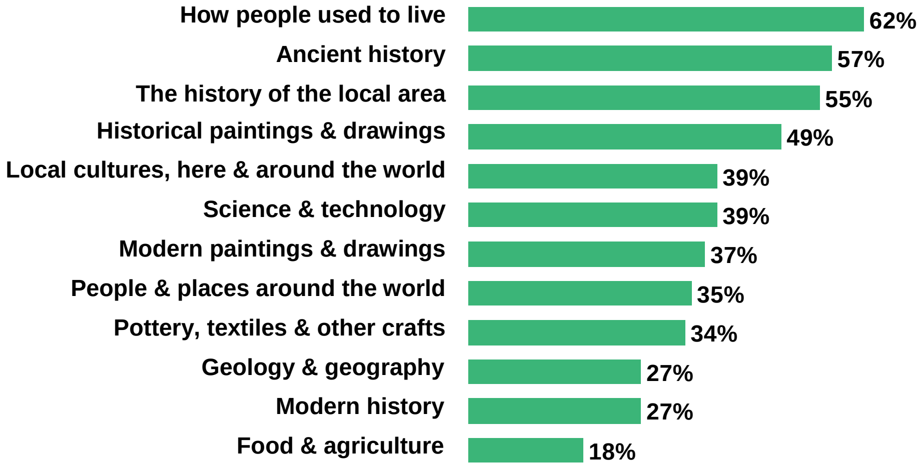
Interest in specific types of exhibitions

The most popular topics in a museum or gallery are ancient history, how people used to live, local history and historical paintings and drawings. Less appealing subjects are food and agriculture, geology and geography and modern history.

When grouped together, just under nine in ten (88%) say they are particularly interested in historical subjects in museums and galleries, while 70% mention the arts, 56% like scientific subjects, and 53% mention cultural topics. Those aged 45-64 tend to be the most interested in each of these broad subject areas, apart from science, which attracts a slightly younger age profile. This is presumably partly driven by the presence of children in younger households – 45% of those with children say they are most interested in 'science and technology', compared with 36% of those without children.

Topics of Interest

Q6 Which, if any, of these topics most interest you when you visit a museum or gallery?



Base: All who have visited a museum/gallery (1,471)

Source: MORI

Interest in specific types of exhibitions

	15-24	25-34	35-44	45-54	55+
Base: All who have visited during the last 12 months (1,472)	*(161)* %	*(219)* %	*(328)* %	*(259)* %	*(504)* %
How people used to live	49	58	64	62	**66**
Ancient history	51	51	65	54	61
Local history	37	42	54	**63**	**65**
Historical paintings/drawings	38	41	49	**53**	**56**
Local cultures here and around the world	27	36	40	**46**	42
Science and technology	**48**	**46**	**49**	35	27
Modern paintings and drawings	**43**	39	29	41	36
People and places around the world	35	33	**37**	**37**	33
Pottery, textiles and other crafts	22	25	28	**40**	**44**
Geology and geography	21	22	30	28	29
Modern history	29	29	26	28	24
Food and agriculture	9	10	**19**	**21**	**23**

Source: MORI

Reinforcing traditional stereotypes, men are more likely than women to be interested in science (65% vs. 49%), whilst women are more likely than men to mention arts (76% vs. 63%), and culture (57% vs. 49%).

Whilst those who tend to visit more museums and galleries are more likely to say they are interested in each of these topic areas, the difference is particularly significant for the arts; for example, whilst 53% of those who visit five or more museums/galleries a year mention an interest in modern paintings and drawings, this falls to just 25% of those who only tend to visit once or twice a year.

Most recent visit

The main reason given for their last visit to a museum or gallery is a general interest in the subject of the museum or collection. Almost three in ten visits (28%) were repeat visits to the same museum or gallery, prompted by their previous experience and wishing to return. A quarter (26%) wanted to visit a particular temporary exhibition, this reason being most important for those in the AB social class (34%) and least important for those in the DE social class (15%).

What Encourages Visits?

Q7 Which of the factors, if any, on this card encouraged your most recent visit?

Base: All who have visited a museum/gallery (1,471)

Source: MORI

Two in five (39%) of those with children wanted to take their children to the museum while one-third of this group say their children had prompted the visit, making these the two most common prompts among this audience. Women are more likely than men to mention taking children as a reason for their latest visit. DEs are also significantly more likely than others to have been prompted into their most recent visit by wanting to take their children, or by their children expressing a desire to go to the museum/gallery.

Friends and family wanting to visit or recommending a visit are also important influencing factors (mentioned by 18% and 16% respectively). An article in a newspaper or magazine prompted 10% of recent visits, this being more influential in the case of those who read a broadsheet (15%). Special promotional offers tend to appeal more to students (9%) than to any other group (5% overall). Museums Week appears to have had very little influence on prompting the most recent visit, with only 3% of visitors (5% of those aged 55+) mentioning this event.

Reasons encouraging most recent visit

	15-24	25-34	35-44	45-5	55+
Base: All who have visited during the last 12 months (1472)	*(161)* %	*(219)* %	*(328)* %	*(259)* %	*(504)* %
General interest in the subject	30	31	33	**36**	**41**
Been before and wanted to come again	21	24	**29**	**29**	**33**
Particular interest in a temporary exhibition	29	20	21	**27**	**31**
Friends or family wanted to go	**24**	**21**	15	13	18
Wanted to take children	4	18	**34**	17	10
Friends/relatives/word of mouth recommendation	14	17	18	16	16
Children wanted to go	6	15	**31**	14	9
Saw/heard some advertising	15	13	14	19	15
Went with/to meet friends	10	14	9	13	12
Newspaper/magazine/ editorial	12	4	7	11	**14**
Tourist information centre/guidebook/map	6	5	8	**11**	**12**
To use facilities	5	5	6	6	**11**
Saw something on the internet	**8**	**7**	5	4	2
Museum Week	1	1	2	2	5

Source: MORI

Factors that encourage museum and gallery visiting

By far the most influential factor is a specific exhibition or subject of interest to the visitor, mentioned by 54% of all adults. This is particularly true for students (69%), those who read a broadsheet newspaper (67%) and ABC1s (64%). Similarly, the higher the household income and level of education, the more likely people are to say that an exhibition of particular interest to them would encourage them to visit. Those in the East Midlands (39%) and London (47%) are less likely to be encouraged by a specific exhibition.

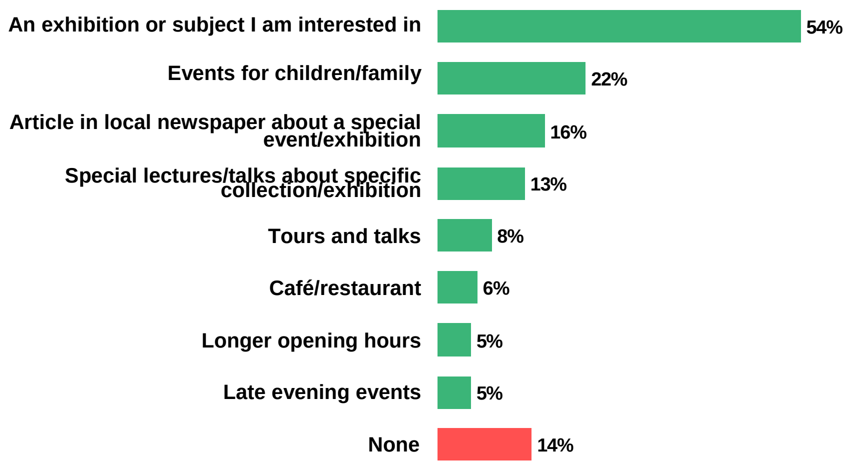
Although the overall score is 22%, for those with children in the household, family-orientated events are of equal importance (48%) to a subject of interest (49%). Those who have not visited a museum in the last 12 months are as likely as those who have done so to mention family events (whereas they are decidedly less likely to say they would be encouraged by the other listed options).

One in six (16%) mention that an article in a local newspaper about a special event or exhibition would encourage them to visit. Local newspapers are mentioned most by those in the AB social class (22%) and least by DEs (11%). Lectures or talks are mentioned by 13% overall, although, again this are likely to have more influence on ABs (18%) than on DEs (8%).

There does not appear to be a huge demand for longer opening hours or late evening events (both mentioned by just 5%).

What Might Encourage More Visits?

Q9 ***Thinking about museums and galleries in general, please tell me which one or two of the following, if any, are most likely to encourage you to visit a museum or art gallery again.***



Base: All (4,039)

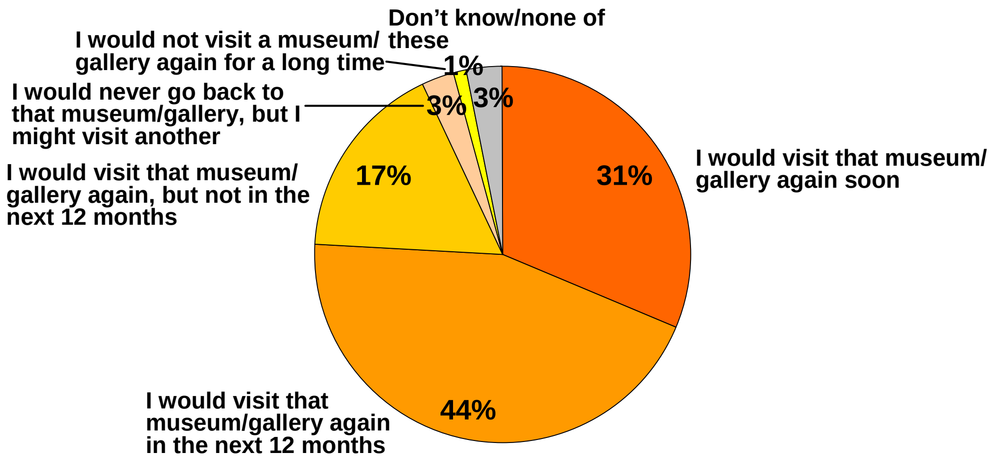
Source: MORI

Likelihood of visiting a museum or gallery again

Almost everyone (92%) who visited a museum or gallery in the past 12 months says they will visit the same place again. Three in ten (31%) say they will visit "soon", 44% in the next 12 months and 17% will visit again, but not for a while. Only 1% overall say they would not visit a museum or gallery again for a very long time (5% in the case of students) while 3% think they will not go back to the same gallery but may visit somewhere different.

Impact of Museum Visiting

Q8 Thinking about your most recent visit to a museum or gallery, please tell me which one, if any, of the following statements most applies to you.



Base: All who have visited a museum/gallery (1,471)

Source: MORI

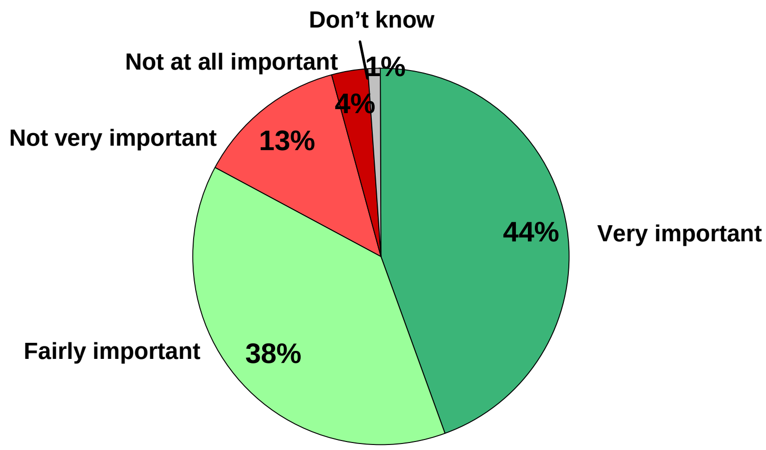
It would appear that DEs are the most likely group to find a museum they like (often local, according to the recent Renaissance in the Regions research), and return regularly, while ABs have more of a tendency to 'spread themselves around' – visiting more museums and galleries, more frequently, but not returning to the same one so often.

Importance of local town/city having a museum or art gallery

Four in five British residents believe it is either very (44%) or fairly (38%) important that their local city or town had its own museum or art gallery. The level of importance placed on this increases with age, social class and level of education. Unsurprisingly, those who have visited a museum or gallery in the past 12 months are more likely to think it important that their local town or city has such facilities: 91% consider it very or fairly important, compared with 76% of those who have not visited. However, it is encouraging to note that even among non visitors, 34% feel it is very important that their local town or city should have its own museum – this is particularly felt to be the case by those who have been put off by high admission charges and those with physical access problems.

Importance of Local Museums

Q10 How important do you think it is that your local town or city has a museum or art gallery?



Base: All GB residents (4,039)

Source: MORI

Volume of Visits

Volume of Visits – By Region

The volume of museum visiting accounted for by the residents of different regions is fairly closely linked to the respective population sizes. However, there are some significant shifts. For example, low penetration of museum visiting in Scotland, coupled with low average visit frequencies, means that while Scotland accounts for 9% of the GB population, it provides just 5% of all museum and gallery visits. The South East and London, on the other hand, provide more than their 'share' of visits.

Frequency of visiting a Museum or Gallery in the past 12 months

Base:	*% of GB population*	*% of visitors to museums & galleries*	*Mean number of visits*	*Estimated % of all visits*
North East (62)	5	4	4.00	5
Merseyside (33)	2	2	3.78	2
London (187)	12	14	3.74	15
Yorkshire & Humberside (138)	9	9	3.66	10
South West (129)	9	9	3.60	9
Wales (59)	5	3	3.59	3
West Midlands (136)	9	10	3.43	10
South East (234)	14	17	3.40	17
Eastern (198)	9	11	3.40	11
North West (130)	10	9	3.22	8
Scotland (79)	9	5	3.13	5
East Midlands (85)	7	6	2.95	5

Source: MORI

Volume of Visits – by Social Class

ABC1s make up just over half of the British population at present. They account for three-quarters of all museum and gallery visits, however, combining a greater likelihood to visit with a higher visit frequency. This is particularly concentrated within AB social groups.

Frequency of visiting a Museum or Gallery in the past 12 months

Base:	*% of GB population*	*% of visitors to museums & galleries*	*Mean number of visits*	*Estimated % of all visits*
AB (499)	24	38	3.74	41
C1 (518)	27	34	3.45	34
C2 (211)	21	14	2.95	12
DE (243)	28	15	3.19	14

Source: MORI

Compared to 1999, it would appear that museum and gallery visiting has, in fact, concentrated more into the hands of ABC1s. At that point, they accounted for around 70% of all visits. C2 visitors seem to have been replaced by C1s, to a certain extent. (It should be noted, though, that during these last five years, the proportion of the British population classified as C2 has fallen by two percentage points, whilst ABs have grown by two points.)

Volume of Visits – by Life Stage

The average museum/gallery visit frequency is fairly consistent among those at different stages of their life (in terms of age, and presence of children in their household). Young adults (aged 15-24) with no children have the lowest average visit frequency of 2.9 over the course of the last year, whilst adults aged 55-64 go most often, averaging just under 4 visits. Consequently, the chart below shows that the groups most under-represented in museums and galleries, in terms of their profile within the general population, are those aged 15-24 – whether with or without children.

Visits to Museums and Galleries – Life Stages

Base: All (4,461)	*% of UK population* %	*% of visitors to museums and galleries* %	*Average frequency of visits p.a*	*estimated % of all visits* %
Adults 65+	19	16	3.52	15
Adults 55-64	12	14	3.96	15
Adults 45-54	17	19	3.51	17
Adults 25-44 (with children aged 11+) *	9	15	3.08	28
Adults 25-44 (with children aged 5-10) *	13	10	3.16	
Adults 25-44 (with children aged 4 or under) *	11	9	3.47	
Adults aged 25-44 (no children)	15	17	3.58	16
Young adults 15-24 (with children)	7	5	3.21	4
Young adults 15-24 (no children)	9	8	2.93	6

** NB These are not mutually exclusive groups – people could fit into two or more*

Source: MORI

Implications

- The higher an individual's social class, household income and education, the more likely they are to visit museums and art galleries. The main trigger for visiting is an interest in the particular subject matter, either of a permanent or a temporary exhibition. **Although the current Government drive is to encourage people from non-traditional museum-visiting groups through the doors, the 'low hanging fruit', in marketing terms, remain firmly embedded in the ABC1, university educated, well-paid groups.**

- Museum and gallery visiting does appear to have increased slightly since 1999, in terms of the proportion of the population who have visited in the last year. This might, in part at least, be attributable to national museums offering free entry.

- Almost everyone who has visited a museum or gallery during the last 12 months is extremely likely to visit either the same venue or a similar one again during the next 12 months. **This would suggest that once an individual has made an initial visit they are very likely to visit again.**

- Ancient history, how people used to live, local history and historical paintings and drawings are the most popular areas of interest in a museum or gallery. Younger people are also interested in science and technology and modern art. Food and agriculture, geology/geography and modern history are less appealing to all age and social groups. **Museums and galleries may benefit from publicising their exhibitions known to have higher appeal than those in which people are less interested.**

- Museums Week appears to have had little influence on encouraging people to visit museums and galleries. **Publicity for this event in broadsheet and local newspapers may encourage increased visitor numbers.**

Andy Martin

Jen Fraser

Appendices

Technical Details

Sample Design

The sample design is a constituency based quota sample. There are 641 parliamentary constituencies covering Great Britain. From these, we select one in three (210) to be used as the main sampling points on the MORI Omnibus. These points are specially selected to be representative of the whole country by region, social grade, working status, MOSAIC rurality, tenure, ethnicity and car ownership. Within each constituency, one local government ward is chosen which is representative of the constituency.

Within each ward or sampling point, we interview ten respondents whose profile matches the quota. The total sample therefore is around 2,100 (10 interviews multiplied by 210 sampling points).

Gender:	Male; Female
Household Tenure:	Owner occupied; Council Tenant/HAT; Other
Age:	15 to 24; 25 to 44; 45+
Working Status	Full-time; part time/not working

These quotas reflect the socio-demographic makeup of that area, and are devised from an analysis of the 2001 Census data. Overall, quotas are a cost-effective means of ensuring that the demographic profile of the sample matches the actual profile of GB as a whole, and is representative of all adults in Great Britain aged 15 and over.

Fieldwork

Fieldwork is carried out by MORI using CAPI (Computer Assisted Personal Interviewing). All interviews are conducted face to face, in the home - one interview per household. No incentives are offered to respondents.

Weighting and Data Processing

Data entry and analysis are carried out by an approved and quality-assured data processing company. The data are weighted using 6 sets of simple and interlocking rim weights for social grade, standard region, unemployment within region, cars in household, and age and working status within gender. This is to adjust for any variance in the quotas or coverage of individual sampling points so that the sample is representative of the GB adult population.

Statistical Reliability

Because a sample, rather than the entire population, was interviewed the percentage results are subject to sampling tolerances – which vary with the size of the sample and the percentage figure concerned. For example, for a question where 50% of the people in a (weighted) sample of (2016) respond with a particular answer, the chances are 95 in 100 that this result would not vary more than 2.2 percentage points, plus or minus, from the result that would have been obtained from a census of the entire population (using the same procedures). The tolerances that may apply in this report are given in the table below.

Approximate sampling tolerances applicable to percentages at or near these levels (at the 95% confidence level)			
Size of sample or sub-group on which survey result is based	**10% or 90% ±**	**30% or 70% ±**	**50% ±**
4,039 (entire sample)	1	1	2
1,471 (all who have visited a museum or art gallery in the last year)	2	2	3
2,568 (all who have not visited a museum or art gallery in the last year)	1	2	2
			Source: MORI

Tolerances are also involved in the comparison of results between different elements of the sample. A difference must be of at least a certain size to be statistically significant. The following table is a guide to the sampling tolerances applicable to comparisons between sub-groups.

Differences required for significance at the 95% confidence level at or near these percentages			
	10% or 90% ±	**30% or 70% ±**	**50% ±**
Size of sample on which survey result is based			
1,875 vs 2,164 (men vs women)	2	3	3
541 vs 3,498 (age 15-24 vs 25+)	3	4	5
			Source: MORI

Definition of Social Grades

The grades detailed below are the social class definitions as used by the Institute of Practitioners in Advertising, and are standard on all surveys carried out by MORI (Market & Opinion Research International Limited).

Social Grades			
	Social Class	**Occupation of Chief Income Earner**	**Percentage of Population**
A	Upper Middle Class	Higher managerial, administrative or professional	2.9
B	Middle Class	Intermediate managerial, administrative or professional	18.9
C1	Lower Middle Class	Supervisor or clerical and junior managerial, administrative or professional	27.0
C2	Skilled Working Class	Skilled manual workers	22.6
D	Working Class	Semi and unskilled manual workers	16.9
E	Those at the lowest levels of subsistence	State pensioners, etc, with no other earnings	11.7