Northern Ireland Museums Visitor Profiling Project:

Final Report

August 2016

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1 Background

1.1 Introduction

Audiences NI (ANI) were commissioned by the Northern Ireland Museums Council (NIMC) to complete a Visitor Profiling Project in the following 6 museums across Northern Ireland:

1. Carrickfergus Museum
2. Down County Museum;
3. F.E Mc William Gallery & Studio;
4. Irish Linen Centre & Lisburn Museum;
5. Newry & Mourne Museum; and
6. Tower Museum.

This report presents the overall findings from the research completed in all six museums.

1.2 Terms of Reference

The Visitor Profiling in Local Museums Project aimed to achieve the following overall objectives:

- To capture visitor information relating to section 75 information and gather additional information relating to visitor feedback in local museums;
- To develop a visitor profiling methodology which can be used for future museum visitor profiling and benchmarking; and
- To strengthen the capacity, understanding and skills among museum staff to carry out and analyse visitor profile survey information.

The project had the following anticipated outcomes:

- Participating museums will see the benefit in carrying out visitor research; and
- Project will set benchmark for visitor profiling and act as case study for future museums.

1.3 Methodology

The following provides an overview of the methodology, which was agreed following a meeting with key staff from the NIMC in August 2015. A more detailed methodology is included in Appendix 5.

Questionnaire Development

The main method of data collection was a survey administered by staff to visitors at each museum within the research period. A comprehensive questionnaire was developed for use across all 6 museums to enable comparison, with a small number of tailored questions specific to each individual museum (the questionnaire used in Carrickfergus Museum is included in Appendix 2 as an example).

The questionnaire was initially drafted by ANI and NIMC, and further refined following a Development Workshop where the opinions of all participating museums were included to ensure it was relevant to all.

The finalised questionnaire included questions relating to visitor background, Section 75 characteristics, motivations and barriers to attendance, frequency of attendance, ratings of visitor experience, economic impact questions and a number of museum-specific questions.

Development of Sampling Framework

To establish a robust sample which would be representative of the visitors to the museums, estimated visitor footfall figures were initially supplied by NIMC. From these estimates, target sample sizes were calculated for each museum to achieve statistically significant results.

In order to gather accurate footfall figures over the research period, the museums also completed a visitor tracker (created by ANI, see Appendix 1 for the museums' completed trackers), in which the number of visitors attending and the number of surveys carried out per day were recorded.

Staff Training

ANI facilitated a Development Workshop for staff and volunteers of each of the museums – 13 in total attended. The aims of the workshop were to:

- Develop skills of staff and volunteer teams;
- Introduce key research techniques to support delivery;
- Give all staff/volunteers an overview of data protection issues and procedures for storing sensitive information in accordance with Information Commissioner's Office guidelines;
- Final review of project survey and site specific questions; and
- Allay any concerns staff/volunteers may have.

An individual site visit was also completed with museum staff to provide training on how to complete the survey. In total, 32 staff/volunteers were trained.

Table 1:1: Number of staff/volunteers trained by Museum

	No. Staff/Volunteers
Carrickfergus Museum	6
Down County Museum	4
F.E Mc William Gallery & Studio	8
Irish Linen Centre & Lisburn Museum	5
Newry & Mourne Museum	6
Tower Museum	3
Overall	**32**

Fieldwork

Fieldwork started on 1st February 2016, with a 6 week timeframe for carrying out research. There were two exceptions to this:

- Due to the installation of a new exhibition, fieldwork started on the 15th February 2016 in F.E. McWilliam Gallery & Studio (rather than the 1st February as in other participating museums); and

- Carrickfergus Museum encountered an issue in the final stages of the research period. There was a discrepancy between the number of surveys completed and the number input to the online survey software. As surveys were destroyed as they were entered (for data protection reasons), it was not possible to trace the 10 missing surveys. Carrickfergus Museum was therefore allocated an additional three days of fieldwork time (at the end of the 6 weeks of fieldwork time) to try and compensate for this – 5 surveys were completed during this time.

All museums were provided a survey tracker, developed by ANI, with quotas set per day to ensure that sample size targets were met (again, see Appendix 1 for the museums' completed trackers).

To be eligible to complete the survey, visitors were required to meet the following criteria:

- Be over 16 years of age;
- To have visited the main galleries/exhibitions within the museums. Those who visited the museum to attend a special event or workshop were only to be included in the survey if they also visited the main galleries/ exhibitions of the museums prior to, or after, their event;
- Visitors only visiting the café, shop or toilets were not to be surveyed; and
- Others visitor groups not to be surveyed included outreach participants, virtual visitors, and non-users of the museum service.

ANI offered ongoing support to museums throughout the fieldwork period. This included a mid-project visit to each museum and weekly check-ins to ensure that any emerging issues could be resolved quickly.

Analysis & Reporting

All survey data was entered into online survey software, Survey Monkey. Data quality checks were completed before extracting the data into Excel for analysis. The following should be taken into consideration when interpreting the data in the report:

- The data is derived from a sample and, as such, is subject to sampling variability. The sampling error (for 50%) at a 95% confidence interval (based on the assumption of a simple random sample) was calculated for each individual museum. Each museum had sampling error of less than 10%, which is accepted as statistically robust;
- Where respondents skipped a question, the base number will not equal the total number of surveys completed;
- Percentages may not sum to 100 for multiple response questions;
- Percentages may not sum to 100 due to rounding; and
- Findings based on small numbers (i.e. <5%) should be interpreted with caution.

1.4 Report Structure

The report is structured as follows:

- Section 2: Visitor Profile: Survey Findings;
- Section 3: Visitor Profile: Section 75 Comparison;
- Section 4: Visitor Profile: Socio-economic Profiles of Visitors; and
- Section 5: Museum Feedback

1.5 Acknowledgements

ANI would like to thank NIMC who provided support throughout the project, and staff in the 6 museums who gave their time to be involved in the project.

2   Visitor Profile: Survey Results

2.1 Introduction

This section summarises profile of visitors to all six museums, based on the key findings from the surveys completed. In total, 1,187 surveys were completed across all 6 museums.

Table 2:1: Actual Footfall Figures, Number of Surveys Completed and Sampling Error by Museum

	Actual Footfall	No. Surveys Completed	Sampling Error
Carrickfergus Museum	553	104	±9%
Down County Museum	4,019	224	±6%
F.E Mc William Gallery & Studio	1,094	230	±6%
Irish Linen Centre & Lisburn Museum	806	271	±5%
Newry & Mourne Museum	4,042	140	±8%
Tower Museum	1,302	218	±6%
Overall	**11,816**	**1,187**	**±3%**

2.2 Visitor Profile

Overall, there was a higher proportion of female visitors – 60% compared to 40% male visitors. This was consistent, to varying degrees, across all 6 museums.

Table 2:2: Gender

	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall
Male	44%	35%	30%	34%	46%	49%	40%
Female	56%	64%	70%	66%	54%	51%	60%
Transgender/Transitioning	0%	0%	0%	0%	0%	1%	0%
Prefer not to say	0%	1%	1%	0%	0%	0%	0%
n	101	213	218	248	135	212	1,127

Overall, almost half (49%) of the visitors to the museum were aged 55 and over, however there were visitors within each age group. Representation was lowest in the younger age categories (i.e. 16-19 and 20-24).

Table 2:3: Age

	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall
16 to 19	7%	4%	1%	2%	1%	7%	4%
20 to 24	7%	3%	3%	4%	8%	19%	7%
25 to 34	12%	11%	6%	11%	7%	25%	12%
35 to 44	13%	15%	11%	12%	10%	13%	12%
45 to 54	14%	13%	12%	16%	21%	11%	15%
55 to 64	23%	25%	29%	21%	22%	15%	23%
65+	22%	26%	37%	32%	28%	11%	26%
Prefer not to say	3%	3%	2%	2%	3%	0%	2%
n	101	216	219	254	135	210	1,135

Respondents were asked what they considered to be their national identity. Overall, the largest proportion (38%) considered themselves to be British. This was followed by those who identify as Irish (29%) and Northern Irish (19%), while 2% of all visitors surveyed declined to answer. A range of other nationalities were reported across the museums, including Scottish, Welsh, French, Spanish, Italian, Polish, German, Austrian, Russian, Latvian, Guatemalan, Australian, Indian, Chinese, American and Canadian.

Table 2:4: National Identity

	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall
British	53%	31%	45%	51%	18%	31%	38%
Irish	18%	31%	21%	23%	52%	26%	29%
Northern Irish	20%	31%	24%	13%	14%	13%	19%
Prefer not to say	0%	3%	4%	2%	3%	2%	2%
Other	8%	4%	7%	11%	13%	28%	12%
n	98	210	215	248	131	207	1,109

In terms of ethnicity, the vast majority (95%) of visitors to the museums were white. Very small numbers were reported within the other ethnicity groups and 2% of all respondents declined to answer.

Table 2:5: Ethnicity

	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall
White	99%	96%	96%	94%	98%	89%	95%
Irish Traveller	0%	0%	1%	0%	0%	1%	0%
Indian	0%	0%	0%	0%	0%	2%	0%
Pakistani	0%	0%	0%	0%	0%	1%	0%
Arab	0%	0%	0%	0%	0%	1%	0%
Bangladeshi	0%	0%	0%	0%	0%	0%	0%
Chinese	0%	1%	0%	1%	0%	1%	1%
African	0%	1%	0%	0%	0%	0%	0%
Caribbean	0%	0%	0%	0%	0%	1%	0%
Mixed Race	0%	0%	0%	0%	0%	0%	0%
Prefer not to say		2%	3%	3%	0%	3%	2%
Other	1%	0%	1%	1%	2%	2%	1%
n	97	209	199	237	131	207	1,080

When asked their religious background, just over one third (35%) of all visitors were Roman Catholic, followed by Protestant (29%) and those who do not consider themselves to belong to any religious group (20%). Small proportions belonged to another Christian group (3%) and 8% declined to answer. Very small proportions (<1%) of Muslim, Buddhist, Hindu, Jewish and Sikh visitors were reported in some museums.

Table 2:6: Religion

	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall
No religion	24%	16%	26%	14%	10%	27%	20%
Roman Catholic	30%	42%	23%	21%	62%	31%	35%
Protestant	39%	28%	26%	40%	13%	25%	29%
Other Christian group	2%	2%	1%	4%	2%	5%	3%
Muslim	0%	0%	0%	2%	0%	1%	1%
Buddhist	0%	0%	1%	1%	0%	1%	1%
Hindu	0%	0%	0%	1%	0%	2%	1%
Jewish	0%	0%	0%	0%	0%	1%	0%
Sikh	0%	0%	1%	0%	0%	0%	0%
Prefer not to say	5%	9%	17%		9%	5%	8%
Any other			5%	14%		4%	4%
n	93	208	214	244	129	206	1,094

The vast majority (90%) of respondents did not have a disability, while 8% reported that they did.

Table 2:7: Disability

	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall
Yes	9%	5%	4%	11%	13%	6%	8%
No	86%	93%	93%	88%	85%	92%	90%
Not sure	2%	1%	1%	1%	1%	1%	1%
Prefer not to say	3%	1%	2%	1%	2%	2%	2%
n	99	167	210	239	123	196	1,034

Respondents to the survey were asked if they have any dependents – 59% did not, 39% did and the remaining 2% declined to answer (based on 1,054 responses).

Of those who did have dependents, three quarters (75%) have children, while 6% are responsible for an older person/parent, 5% for a person with an illness / disability and 6% declined to answer. A small proportion (9%) stated that they had dependants that fell into some other group – these were most typically a specific family member (e.g. spouse, parent etc.) or combination of children and another family member/person.

Table 2:8: Type of Dependent

	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall
Children	81%	80%	73%	75%	75%	67%	75%
An older person / Parent	2%	2%	8%	7%	4%	11%	6%
A person with an illness / disability	5%	5%	3%	7%	0%	8%	5%
Prefer not to say	7%	4%	5%	2%	5%	11%	6%
Other (please specify)	5%	8%	11%	9%	16%	3%	9%
n	42	97	79	88	57	64	427

Visitors were asked who they attended the museum with that day. They were most likely to have attended with their partner (22%), a friend/colleague (21%), their children (14%), or other family members (13%). A significant proportion (16%) came by themselves and 14% came as part of an organised tour.

Table 2:9: Who Visitors Attended With

	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall
By myself	7%	19%	17%	11%	26%	18%	16%
With my partner	28%	22%	27%	13%	16%	27%	22%
With children	23%	17%	7%	12%	13%	11%	14%
With other family members	14%	8%	16%	16%	7%	16%	13%
With friends/colleagues	25%	26%	18%	18%	21%	20%	21%
As part of an organised tour	6%	8%	16%	29%	16%	8%	14%
n	100	203	224	251	136	214	1,128

In order to gain a better understanding of age profile of children using the museum, visitors who brought children with them were asked how old they were. Children visiting the museums were most likely to be aged 11 years 7 or under, but there was a good spread of all age groups represented, with the exception of the 17 to 18 age group which had the lowest representation across all museums.

Table 2:10: Age Profile of Children Visiting Museum *(multiple response question)*

	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall
0-4 years	54%	33%	50%	25%	40%	39%	40%
5-7 years	39%	35%	18%	22%	50%	50%	36%
8-11 years	31%	54%	23%	59%	65%	50%	47%
12-16 years	19%	19%	23%	8%	20%	19%	18%
17-18 years	0%	12%	5%	6%	0%	12%	6%
Total	26	52	22	63	20	26	209

2.3 Geographic Profile of Visitors

Visitors were asked to specify their resident status from the following options:

- Local resident: travelled less than 30 mins to the museum;
- NI Day Tripper: travelled more than 30 mins to the museum;
- Day Tripper – from outside NI; and
- Staying overnight in NI (i.e. in a Hotel/B&B)

The largest proportion (51%) of the visitors to all museums were local residents (i.e. within a 30 minute travel time). A further 27% were day trippers from within Northern Ireland, 9% were day trippers from outside of Northern Ireland and 13% were overnight visitor staying in a hotel/B&B.

Table 2:11: Visitor Resident Status

	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall
Local resident (travelled less than 30 mins to the museum)	52%	63%	56%	53%	58%	23%	51%
NI Day Tripper (travelled more than 30 mins to the museum)	27%	31%	30%	26%	24%	23%	27%
Day Tripper (Outside NI)	4%	3%	8%	12%	10%	17%	9%
Staying overnight in NI (Hotel/B&B)	17%	3%	6%	9%	7%	37%	13%
n	100	209	216	234	127	193	1,079

Visitors were asked to provide their postcode or townland information in order to establish how far they travelled to the museums. This information was mapped (for Northern Irish visitors) to show the catchment area for each individual museum. It was used to calculate the travel time to the museum. The table below shows that 42% of all visitors had a driving time of 15 minutes or under. This ties in with the residential profile of visitors, 47% of whom are local residents.

Table 2:12: Proportion of Visitors with a Drive Time of Less than 15minutes

Carrickfergus Museum	56%
Down County Museum	54%
F.E Mc William Gallery & Studio	31%
Irish Linen Centre & Lisburn Museum	46%
Newry & Mourne Museum	48%
Tower Museum	16%
Overall	**42%**

Postcode information was also used to map the Council Areas that visitors reside in. The largest proportion (29%) of visitors were from within the Newry, Mourne and Down District Council area, followed by Belfast (15%), Armagh, Banbridge and Craigavon (13%) and Lisburn and Castlereagh (12%). This does reflect the location of the project Museums, most of whom were located in the eastern part of the province, with the exception of the Tower Museum in Derry/Londonderry. However, the Tower Museum did have the lowest number of 'local' visitors recorded.

Table 2:13: Council Area Visitors Travelled from

	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall
Mid and East Antrim	42%	2%	5%	2%	0%	2%	9%
Antrim and Newtownabbey	18%	0%	5%	2%	1%	6%	5%
Belfast	16%	14%	17%	16%	5%	24%	15%
Newry, Mourne and Down	11%	66%	13%	5%	71%	6%	29%
Armagh, Banbridge and Craigavon	4%	4%	32%	11%	19%	8%	13%
Causeway Coast and Glens	3%	0%	0%	4%	0%	4%	2%
Mid Ulster	3%	0%	1%	1%	0%	2%	1%
North Down and Ards	3%	11%	8%	13%	0%	4%	7%
Derry and Strabane	1%	0%	1%	0%	1%	35%	6%
Lisburn and Castlereagh	0%	3%	17%	47%	0%	6%	12%
Fermanagh and Omagh	0%	0%	0%	1%	2%	2%	1%
n	79	189	179	187	94	99	827

2.4 Visitor Behaviour

When asked how they found out about the museums, 46% of all respondents said it was via 'word of mouth'. The museums' websites were the next most common source of information (12%) followed by tourist signage (11%). Sources falling within the 'other' category commonly included being a local resident, being a Friend of the museum, or simply passing by and deciding to drop in.

Table 2:14: How Visitors Became Aware of Museum *(multiple response question)*

	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall
Website	9%	8%	11%	10%	15%	19%	12%
Facebook	1%	3%	2%	1%	3%	2%	2%
Twitter	1%	0%	0%	0%	0%	0%	0%
Trip Advisor	5%	6%	0%	6%	2%	12%	5%
General web search	4%	6%	3%	3%	3%	8%	5%
Radio	0%	1%	2%	0%	1%	1%	1%
Leaflet/brochure/poster	5%	8%	5%	4%	15%	7%	7%
Direct by email/ezines	0%	2%	2%	0%	4%	0%	1%
Local Newspaper	0%	15%	4%	5%	10%	2%	6%
Regional Newspaper	0%	4%	3%	1%	2%	0%	2%
Magazine	0%	0%	1%	0%	0%	0%	0%
Tourist signage	14%	5%	9%	9%	17%	14%	11%
Guide book i.e. Lonely Planet	0%	1%	0%	1%	0%	3%	1%
Word of mouth	43%	48%	57%	46%	50%	32%	46%

Other	26%	24%	24%	32%	13%	24%	24%
n	100	199	220	262	120	208	1,109

Respondents to the survey were asked if they ever visited the museum before. Just over half (51%) had been before (34% within the last 12 months, and 17% in more than 12 months. A sizable proportion (10%) reported that this was their first ever visit to any museum, while the remaining 39% were visiting the specified museum for the first time.

Table 2:15: Visit History

	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall
Yes, within the last 12 months	26%	53%	63%	21%	30%	8%	34%
Yes, more than 12 months ago	12%	22%	16%	21%	20%	13%	17%
No, this is my first visit to the Museum	51%	23%	20%	44%	36%	61%	39%
No, this is my first ever visit to any museum	12%	3%	1%	14%	13%	18%	10%
n	104	233	227	266	138	215	1,183

Respondents who had been to the museums before were asked how many times they had visited. The vast majority (84%) had visited more than once, with 37% visiting more than 5 times. This shows a strong core of re-attendance among loyal visitors.

Table 2:16: Number of Times Visiting Museum

	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall
Once	18%	6%	7%	23%	3%	41%	16%
2-3 times	36%	22%	17%	28%	29%	35%	28%
4-5 times	28%	15%	23%	15%	12%	20%	19%
More than 5 times	18%	57%	53%	34%	56%	4%	37%
n	39	223	161	126	66	51	666

To put the survey findings in context, the visitor attendance figures have been compared to data gathered at a Northern Ireland and UK level for arts, museums and heritage attendance, as shown in the table below (NB: this is data for adults aged 15 so is not directly comparable).

From the overall survey data, 34% of visitors had been to the museum within the last 12 months, which is higher than the 29% of the Northern Ireland and UK population who had visited a museum in the last 12 months.

Table 2:17: Attended/visited in past 12 months (adults 15+)

Attended in past 12 months (adults 15+)	Northern Ireland %	UK %
Museums	29%	29%
Archaeological sites	7%	7%
Stately homes/castles	21%	21%
Art galleries	27%	27%
Art gallery once a month or more	1%	1%
Ballet	9%	10%
Classical concerts	13%	14%
Contemporary dance	6%	7%
Jazz concerts	8%	8%
Opera	8%	8%
Plays	32%	32%
Popular/rock concert	41%	40%
Theatre	49%	48%
Theatre once a month or more	2%	2%

Source: 2015 Experian Ltd (based on 2011 Census Data: England and Wales - ONS, Scotland - NRS, N.Ireland – NISRA)

2.5 Visitor Motivation

Visitors were asked why they had decided to visit the museum. A range of reasons were reported, but the most the three most commonly cited were to:

1. To improve their own knowledge (36%);
2. Because it's an enjoyable way to pass time (32%); and
3. Because they like the museum atmosphere (26%).

Table 2:18: Reason for Visiting the Museum *(multiple response question)*

	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall
To see a particular exhibition	4%	23%	42%	17%	18%	13%	20%
I was visiting something else nearby	33%	23%	14%	14%	10%	14%	18%
It's an enjoyable way to pass time	38%	39%	26%	27%	31%	32%	32%
Of interest to my dependents - children	12%	15%	5%	10%	7%	8%	10%
Of interest to my dependents – older person/parent	4%	8%	2%	3%	5%	2%	4%
Of interest to my dependents - person with an illness/disability	0%	2%	0%	2%	0%	1%	1%
To improve my own knowledge	29%	37%	27%	30%	42%	52%	36%
To see exhibitions which interest me	16%	25%	33%	25%		34%	22%
I like the museums atmosphere	21%	25%	40%	17%	34%	20%	26%
I was just walking past and popped in	31%	7%	30%	10%	8%	16%	17%
I was looking for things to do as I'm on holiday	7%	4%	7%	8%	13%	27%	11%
I attended following a workshop/ talk	0%	12%	1%	12%	9%	1%	6%
I try and see every exhibition at the museum	6%	11%	10%	6%	7%	7%	8%
I was recommended by a friend/family member	11%	15%	10%	8%	11%	16%	12%
Part of an organised tour	8%	10%	13%	33%	17%	8%	15%
Leaflet/ Poster about the museum	2%	5%	3%	1%	3%	4%	3%
A mention on TV / radio	1%	0%	0%	2%	0%	1%	1%
A piece in a newspaper / magazine	0%	2%	1%	1%	2%	1%	1%
Website	4%	1%	3%	4%	5%	8%	4%
Social Media	1%	1%	1%	0%	2%	2%	1%
Emails	2%	2%	2%	0%	3%	1%	2%
n	98	195	224	252	132	207	1,108

2.6 Barriers to Visiting

In order to understand barriers to visiting the museum, visitors were asked if a number of factors would deter or prevent them from re-attending. Of those who did report a barrier, the three most commonly reported were:

- A lack of time (23%);
- Not knowing what is on (15%);
- Finding it difficult to travel (13%).

Table 2:19: Barriers to Visiting the Museum More Often *(multiple response question)*

	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall
I haven't got the time	25%	30%	28%	19%	16%	21%	23%
It's difficult for me to travel	5%	10%	17%	9%	16%	18%	13%
I don't know what's on	12%	11%	19%	14%	20%	12%	15%
Some exhibitions/events aren't suitable for my children	0%	1%	2%	1%	1%	3%	1%
I've been to exhibitions/events I haven't enjoyed in the past	1%	2%	3%	1%	0%	2%	2%
I don't really see myself as someone who goes to museums/galleries	3%	3%	2%	5%	3%	6%	4%
I don't know enough about history/art/ science	7%	2%	1%	4%	4%	7%	4%
I need family friendly facilities	0%	0%	1%	1%	0%	0%	0%
I have specific access requirements	0%	0%	1%	2%	0%	1%	1%
The opening hours are unsuitable	0%	2%	1%	3%	2%	3%	2%
Poor customer service	0%	0%	0%	0%	0%	0%	0%
Lack of suitable facilitates	0%	0%	0%	1%	2%	1%	1%
Location of the museum	6%	3%	10%	7%	10%	13%	8%
n	87	176	193	221	116	188	981

The Department of Culture, Arts and Leisure (DCAL) also examined the barriers to visiting museums in the report *Experience of Museums and Science Centres by Adults in Northern Ireland 2014/15*,

published in October 2015. This was based on the findings of a survey of 3,347 respondents, aged 16 and over, who answered the museums module of the Continuous Household Survey[1].

The barriers to visiting museums across the Northern Ireland population identified in the DCAL research are shown in table below. Common to this research, a lack of time was one of the most common barriers (reported by 26%). Finding it difficult to travel to the museum was also mentioned by 8%, as was not knowing having enough information on what is available (5%).

Table 2:20: Barriers to Visiting the Museum in DCAL Research (2014-15)

	%
Not really interested	38
It is difficult to find the time	26
Never occurred to me	21
No need to go	13
Health isn't good enough	13
Lack of transport / I can't easily get to it	8
It costs too much	5
Not enough information on what is available	5
I wouldn't enjoy it	3
My children go with the school	2
My children do not want to go	1
I feel uncomfortable or out of place	1
Poor access to buildings (e.g. no disabled ramps)	1
Other	4

Base: 1,776
Source: DCAL (2015): Experience of Museums and Science Centres by Adults in Northern Ireland 2014/15

2.7 Visitor Experience and Feedback

When asked to rate their experience at the museums, 69% of all visitors rated it as excellent, 29% as good and 2% as average. No visitors reported a negative experience.

Table 2:21: Overall Rating of Experience

	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall
Excellent	58%	77%	67%	76%	73%	63%	69%
Good	38%	23%	30%	22%	26%	36%	29%
Average	4%	0%	2%	2%	1%	1%	2%
Poor	0%	0%	0%	0%	0%	0%	0%
Very poor	0%	0%	0%	0%	0%	0%	0%
Not sure	0%	0%	0%	0%	0%	0%	0%
n	101	210	227	252	135	204	1,129

Visitors were asked if they would recommend the museum to a friend. Almost all (98%) agreed that they would be likely to recommend the museum to a friend (73% very likely and 25% likely).

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[1] The Continuous Household Survey (CHS) is a Northern Ireland wide household survey administered by Central Survey Unit, Northern Ireland Statistics and Research Agency.

Table 2:22: Visitor Propensity to Recommend Museum to a Friend

	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall
Very likely	66%	81%	74%	72%	74%	69%	73%
Likely	31%	15%	25%	26%	26%	30%	26%
Not likely	0%	2%	0%	1%	0%	1%	1%
Very unlikely	0%	0%	0%	0%	0%	0%	0%
Not sure	3%	1%	1%	0%	0%	0%	1%
n	100	209	224	257	135	203	1,128

Visitors were then asked if they would visit the museum again. The vast majority (92%) agreed that they would be likely visit the museum again (66% very likely and 25% likely). Small proportions stated that they were either unlikely (5%) or not sure (3%) if they would visit the museum again.

However, when looking at the resident status of these respondents, it is clear that these individuals are most likely to be from outside Northern Ireland (either as an overnight visitor or as a day tripper). The breakdown for each museum was as follows:

- Carrickfergus Museum: All 6 respondents were overnight visitors;
- Down Museum: 5 of 7 respondents were overnight visitors;
- F.E Mc William Gallery & Studio: 4 of 5 respondents were overnight visitors;
- Irish Linen Centre & Lisburn Museum: 15 out of 24 respondents were overnight visitors and 7 were day trippers from outside Northern Ireland;
- Newry & Mourne Museum: 2 of 5 respondents were overnight visitors and 1 was a day tripper from outside Northern Ireland; and
- Tower Museum: 23 of 34 respondents were overnight visitors and 9 were day trippers from outside Northern Ireland.

Table 2:23: Propensity to Visit Again

	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall
Very likely	56%	81%	78%	65%	69%	46%	66%
Likely	36%	14%	19%	24%	27%	36%	26%
Not likely	5%	2%	1%	7%	0%	8%	4%
Very unlikely	1%	1%	0%	1%	0%	4%	1%
Not sure	2%	1%	2%	3%	4%	5%	3%
n	100	205	221	219	124	194	1,063

3   Visitor Profile: Section 75 Comparison

3.1   Introduction

One of the objectives of the project was to capture visitor information relating to section 75 groups. Government departments, agencies and councils are required to take into account Section 75 of the Northern Ireland Act 1998, which lists nine key groups that must be given consideration in making decisions. They are:

1. People with different religious belief;
2. People of political opinion;
3. People of different racial groups;
4. People of different ages;
5. People of different marital status;
6. People of different sexual orientation;
7. Men and women generally;
8. People with a disability and people without; and
9. People with dependants and people without.

The survey was designed to collect visitor profile information on 7 of the 9 Section 75 Groups. It was decided not to ask questions in relation to marital status or sexual orientation as this information would have little impact on museums' planning of services and/or programming.

3.2   Comparison of Museum Visitors to Northern Ireland Population

The table overleaf shows the proportion of the Northern Ireland population and museum visitors that fall within each of the Section 75 groups (NB: it should be noted that this includes information for all visitors to the museum, including those who are not resident in Northern Ireland).

- An index of 100 means the proportion of museum visitors is equal to the proportion of that group in Northern Ireland;
- The higher the index score is above 100, the more above the Northern Ireland proportion the museum visitors are; and
- The closer the index score is to 0, the more below the Northern Ireland proportion the museum visitors are.

This shows that visitors to the six museums, overall, are more likely to belong to the following Section 75 groups than the Northern Ireland population as a whole:

- Gender: Those who are female;
- Age: Those in older age groups i.e. age categories 55-64 and 65+;
- Religion: Those who belong to another religious group (i.e. other than Catholic or Protestant) and those who do not belong to any religious group;
- National Identity: Those who are Irish and belong to 'other' nationality;
- Ethic Group: Those who are not white; and
- Disability: Those without a disability.

Table 3:1: Section 75 Proportions – Northern Ireland & Museum

		NI %	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall – Museums	Index
Gender	Male	48%	44%	35%	30%	34%	46%	49%	40%	83
	Female	52%	56%	64%	70%	66%	54%	51%	60%	116
Age	16-19	6%	7%	4%	1%	2%	1%	7%	4%	61
	20-24	7%	7%	3%	3%	4%	8%	19%	7%	105
	25-34	14%	12%	11%	6%	11%	7%	25%	12%	86
	35-44	14%	13%	15%	11%	12%	10%	13%	12%	88
	45-54	15%	14%	13%	12%	16%	21%	11%	15%	97
	55-64	10%	23%	25%	29%	21%	22%	15%	23%	225
	65+	16%	22%	26%	37%	32%	28%	11%	26%	163
Dependents	No dependent children	66%	62%	54%	65%	65%	53%	78%	63%	95
	With children	33%	36%	38%	28%	29%	33%	22%	31%	94
	With person disability	16%	<0.5%	<0.5%	1%	3%	2%	3%	2%	9
	Older person/ parent	15%	<0.5%	<0.5%	3%	3%	0%	3%	2%	10
Religion	Catholic	41%	30%	42%	26%	21%	62%	31%	35%	86
	Protestant	44%	39%	28%	23%	40%	13%	25%	28%	64
	Other	3%	2%	5%	8%	4%	4%	4%	5%	150
	None	12%	24%	16%	26%	14%	10%	27%	20%	163
National Identity	British	41%	53%	31%	45%	51%	18%	31%	38%	93
	Irish	28%	18%	31%	21%	23%	52%	26%	29%	102
	Northern Irish	29%	20%	31%	24%	13%	14%	13%	19%	66
	Other	2%	8%	4%	4%	11%	14%	28%	12%	575
Ethnic group	White	99%	99%	96%	96%	94%	98%	89%	95%	96
	Other	1%	1%	1%	4%	1%	2%	2%	2%	183
Disability	Yes	21%	9%	5%	4%	11%	13%	6%	8%	38

	No	79%	86%	93%	93%	88%	85%	92%	90%	113

Sources for NI population statistics:

Age: NISRA Mid-Year Population Estimates Components of Population Change (2000-2014) NB: 2011 figures used; Gender; Dependents (children) & Elder/ disability carers NB: figures denote % of households; Religion; National Identify; Ethnic Group; and Disability: Census 2011.

4   Visitor Profile: Socio-economic Characteristics

4.1   Introduction

This section provides an overview of the socio-economic profile of visitors to the museums (who provided a home postcode), based on two separate measures:

- Mosaic profile; and
- Northern Ireland Multiple Deprivation Measure.

4.2   Mosaic Profiles

Mosaic is a consumer segmentation model, designed by Experian, which segments the population into groups that helps you to understand an individual's likely customer behaviour. Mosaic applies the principles of geodemography to consumer household and individual data collated from a number of governmental and commercial sources. Using postcode data, households can be classified and segmented based on the specific characteristics of each household. The current version, Mosaic UK 2009, classifies the UK population into 15 main socio-economic groups and, within this, 66 different types (a full description of each group, its constituent types, and typical lifestyle characteristics is included in Appendix 4).

The table overleaf shows the proportion of the visitors to the museums and of the Northern Ireland population that fall within each Mosaic group, along with the index.

Overall, visitors to the six museums were most likely to fall within the following four Mosaic Groups:

- Country Living (19%): Country Living are well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs;
- Rural Reality (16%): Rural Reality are people who live in rural communities and generally own their relatively low cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business;
- Domestic Success (11%): Domestic Success are high-earning families who live affluent lifestyles in upmarket homes situated in sought after residential neighbourhoods. Their busy lives revolve around their children and successful careers in higher managerial and professional roles; and
- Prestige Positions (11%): Prestige Positions are affluent married couples whose successful careers have afforded them financial security and a spacious home in a prestigious and established residential area. While some are mature empty-nesters or elderly retired couples, others are still supporting their teenage or older children

Visitors to the museums were more likely to belong to the following Mosaic Groups than the Northern Ireland population as a whole:

- Urban Cohesion;
- Senior Security;
- Prestige Positions;
- Domestic Success; and

- Country Living.

Table 4:1: Mosaic Profiles – Northern Ireland & Museum

	NI %	Carrick-fergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall – Museums	Index
Aspiring Homemakers	7%	11%	3%	5%	6%	3%	3%	5%	71
City Prosperity	0%	0%	1%	1%	0%	0%	0%	0%	0
Country Living	16%	10%	27%	24%	12%	24%	10%	19%	119
Domestic Success	9%	14%	12%	13%	12%	6%	11%	11%	122
Family Basics	5%	0%	1%	3%	3%	3%	10%	3%	60
Modest Traditions	2%	5%	3%	0%	2%	3%	1%	2%	100
Municipal Challenge	4%	1%	0%	0%	2%	0%	3%	1%	25
Prestige Positions	6%	7%	8%	20%	13%	3%	6%	11%	183
Rental Hubs	3%	5%	4%	3%	2%	0%	8%	3%	100
Rural Reality	19%	12%	28%	12%	10%	21%	6%	16%	84
Senior Security	4%	7%	4%	6%	14%	14%	6%	8%	200
Suburban Stability	8%	12%	4%	5%	9%	10%	14%	8%	100
Transient Renters	7%	7%	2%	7%	6%	5%	13%	6%	86
Urban Cohesion	1%	0%	2%	1%	7%	8%	10%	5%	500
Vintage value	10%	8%	1%	0%	1%	1%	0%	0%	0

Base: 706 (NB: 123 visitors provided a postcode that was not mappable under Mosaic)

4.3 Northern Ireland Multiple Deprivation Measure

The Northern Ireland Multiple Deprivation Measure provides information on seven types or 'domains' of deprivation and an overall multiple deprivation measure comprising a weighted combination of the seven domains:

1. Income Deprivation;
2. Employment Deprivation;
3. Health Deprivation and Disability;
4. Education Skills and Training Deprivation;
5. Proximity to Services;
6. Living Environment; and
7. Crime and Disorder

The resulting combined score is ranked to give the Multiple Deprivation Measure Rank - rank 1 indicates the most deprived Super Output Area while rank 890 denotes the least deprived Super Output Area[2].

The table overleaf shows where visitors live in terms of the Multiple Deprivation Measure Rank. Overall, visitors to the museums were relatively evenly spread across all areas of deprivation. There were however, variations within the profile of individual museum's visitors.

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[2] See NISRA's website for further information on the Northern Ireland Multiple Deprivation Measure: http://www.nisra.gov.uk/deprivation/nimdm_2010.htm

Table 4:2: Multiple Deprivation Measure Rank

	Deprivation Band	Carrickfergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall – Museums
Most Deprived	1-100	9%	5%	6%	9%	7%	23%	9%
	101-200	10%	20%	12%	5%	22%	16%	14%
	201-300	16%	10%	8%	12%	18%	11%	12%
	301-400	3%	19%	6%	6%	9%	11%	10%
	401-500	8%	11%	8%	7%	20%	6%	10%
	501-600	15%	10%	15%	8%	12%	9%	11%
	601-700	15%	12%	11%	16%	3%	10%	12%
	701-800	16%	5%	14%	17%	7%	12%	12%
Least Deprived	801-900	8%	8%	20%	20%	1%	1%	12%

Base: 829

5 Museum Feedback

5.1 Introduction

In order to evaluate how effectively the project was implemented, feedback was gathered from participating museums at the following stages:

- Museum site visits: Individual site visits were completed with museum staff/volunteers in January 2016 to provide training on how to complete the survey. In total, 32 staff/volunteers were trained;
- Mid-project visits: Visits were completed with individual museums during the six-week fieldwork period to discuss and attempt to resolve any issues; and
- Insights Workshop: A half-day workshop, facilitated by ANI, was held in Newry & Mourn Museum in May 2016. Representatives from all six museums and NIMC attended.

This section summarises the feedback received at each stage.

5.2 Museum Site Visit Feedback

ANI provided training to all six museums on how to complete the visitor survey during individual site visits. These sessions provided the opportunity to:

- Discuss the rationale and objectives for the project and the museums' expectations;
- Run through the questions in the surveys and discuss any concerns with these;
- Explain face-to-face surveying techniques and how to employ these; and
- Explain the target sample size for each museum and how to track the number of visitors and completed surveys.

All attendees were invited to complete an evaluation form at the end of the Training. The following number of responses were received from staff and volunteers in each of the six museums.

- Carrickfergus: 6 (5 staff and 1 volunteer);
- Down County: 3 (all staff);
- Irish Linen: 8 (all staff);
- F.E Mc William: 5 (all staff);
- Newry & Mourne: 6 (all staff); and
- Tower: 3 (all staff).

Firstly, museum representatives were then asked if the training received would help them effectively complete the project – all agreed that it would (24 strongly agreed and 7 agreed). When asked if they feel they would need further training/support, 19 said they would not and 6 were unsure. A total of 3 museum representatives stated that they might benefit from the following training – 2 elaborated on this with the following responses:

"Ongoing support to combat any issues which arrive with our interaction with visitors."

"Support in how to create surveys in the future."

Museum representatives were asked to rate their agreement with a number of statements relating to their initial views on the project. The majority (at least 29) agreed or strongly agreed with each of the following:

Table 5:1: Agreement with statements about Project (frequency)
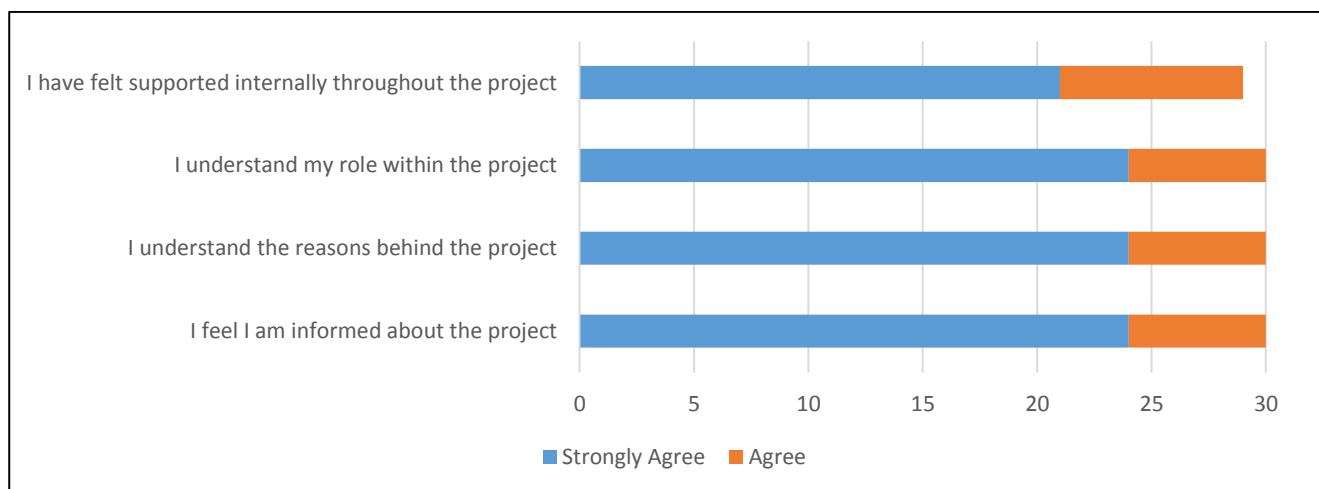
Base: 31

Museum representatives were asked if the training meet their expectations – all 31 stated that it had. Furthermore, 25 rated the training as excellent and 6 rated it as good. Museum representatives were also asked to rate various aspects of the training – the majority (28 or more) rated the following as either excellent or good:

- Training facilitators (26 excellent, 5 good);
- Content / information given (26 excellent, 4 good);
- Venue (19 excellent, 9 good); and
- Length of training session (22 excellent, 6 good).

Table 5:2: Agreement with statements about Training (frequency)
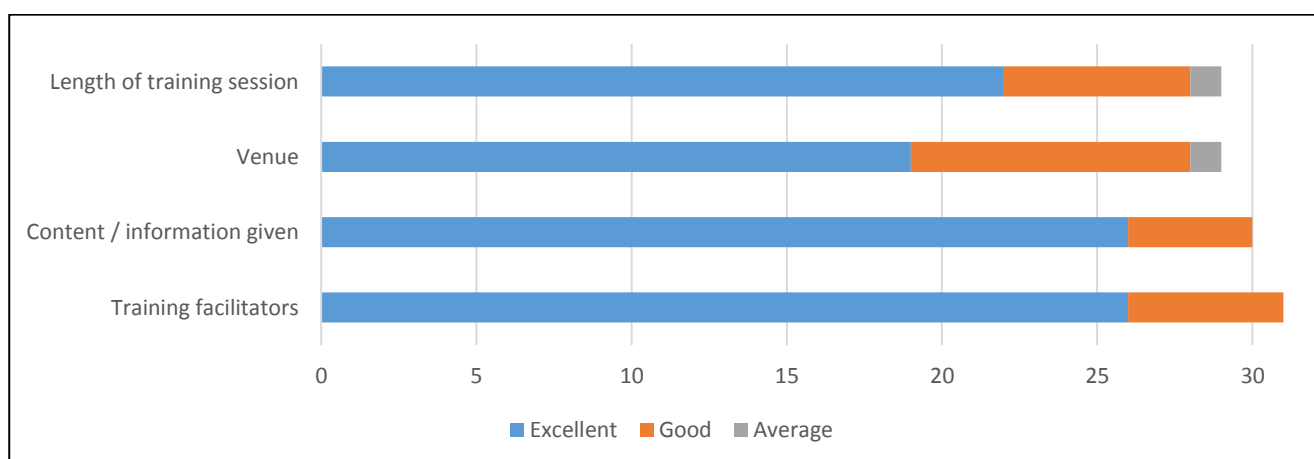
Base: 31

Finally, museum representatives were asked if they had any further feedback at that stage in the project, the following positive comments were received:

"I feel fully supported at present."

"Training was delivered very well. Look forward to finished idea."

"Feeling quite positive at this point."

"Very concise info and well delivered."

"Fantastic session- I feel confident in gathering surveys."

"Very chilled-out and informative training session- I wish they were all like this!"

The following suggested improvements were also received:

"Would have liked some ideas on what to do with conclusions and case studies of how surveying has helped museums in the past."

"Not enough input by guides early enough to help draft a questionnaire. No opportunity to do a proper pilot with gallery attendees."

5.3   Mid-project Visit Feedback

ANI completed visits with each of the six museums during the six-week fieldwork period. These visits were to talk through any issues the museums had encountered, to share any learnings from other museums, and to ensure they felt supported during the fieldwork.

A small number of minor logistical issues were highlighted by the museums. These were largely related to concerns about a lack of visitors to museum due to the time of year, which impacted on number of completed surveys.

Generally, feedback suggested that staff were positive about the project and were confident about approaching people to carry out the surveys. Museums also employed a number of initiatives to increase response rates, including:

- All museum staff who didn't attend the ANI training shadowed a member who was trained in order to understand how to complete the surveying;
- Offering incentives to survey participants e.g. shop vouchers, free tea/coffee in café etc;
- Allowing visitors to complete the survey on their own, if this was their preference;
- Having a separate area set aside for carrying out surveys and offering tea/coffee to visitor who respond;
- Providing paper copies of the survey, as well as electronic versions on tablets, which some visitors preferred.

5.4   Insights Workshop Feedback

A half-day Insights Workshop was held after all survey data had been gathered, analysed and individual museum and overall project Draft Reports were issued. Representatives from all six museums and NIMC attended. The Workshop was used as an opportunity to:

- Revisit the project methodology and discuss any issues encountered when completing the research (with particular emphasis on the Section 75 questions);
- Present an overview of the survey results and discuss the key findings;
- Discuss how the collected data might be used by museums; and

- Discuss if, and how, museums intend to carry on conducting visitor research.

All attendees from the museums were invited to complete an evaluation form at the end of the Insights Workshop. The following number of responses were received from five of the six museums:

- Down County: 1;
- Irish Linen: 2;
- F.E Mc William: 1;
- Newry & Mourne: 1; and
- Tower: 2.

Firstly, museum representatives were asked what their expectations of the workshop were. The following answers were provided:

"Discussion of the report pros and cons and what is the next step? Get everyone's feedback about the experience"

"To hear findings and discuss how to take forward. Get better understanding of the data."

"To discuss report and my potential issues"

"Comparisons - rest of museums explanations and any issues"

"To get an overview of findings. Share info with colleagues at other museums"

"To get feedback on the 6 week project"

"To review survey findings as a group and agree actions on how to use the data. Use for committee and staff also"

"To discover how the other museums handled the surveys and their expectations"

Museum representatives were then asked to rate their level of agreement with a number of statements relating to the project, having completed it, and the overall findings. All 8 museum representatives agreed or strongly agreed that:

- They understand the findings from the project (5 strongly agreed, 3 agreed);
- They feel more informed about their individual museum (6 strongly agreed, 2 agreed);
- They know how they could use the data going forward (3 strongly agreed, 5 agreed); and
- They want to continue monitoring their museums visitors (7 strongly agreed, 1 agreed).

Most (6 of 8) agreed or strongly agreed that the information in the reports has encouraged them to make changes in their museum, while 2 were unsure about this.

Table 5:3: Agreement with statements about Project (frequency)
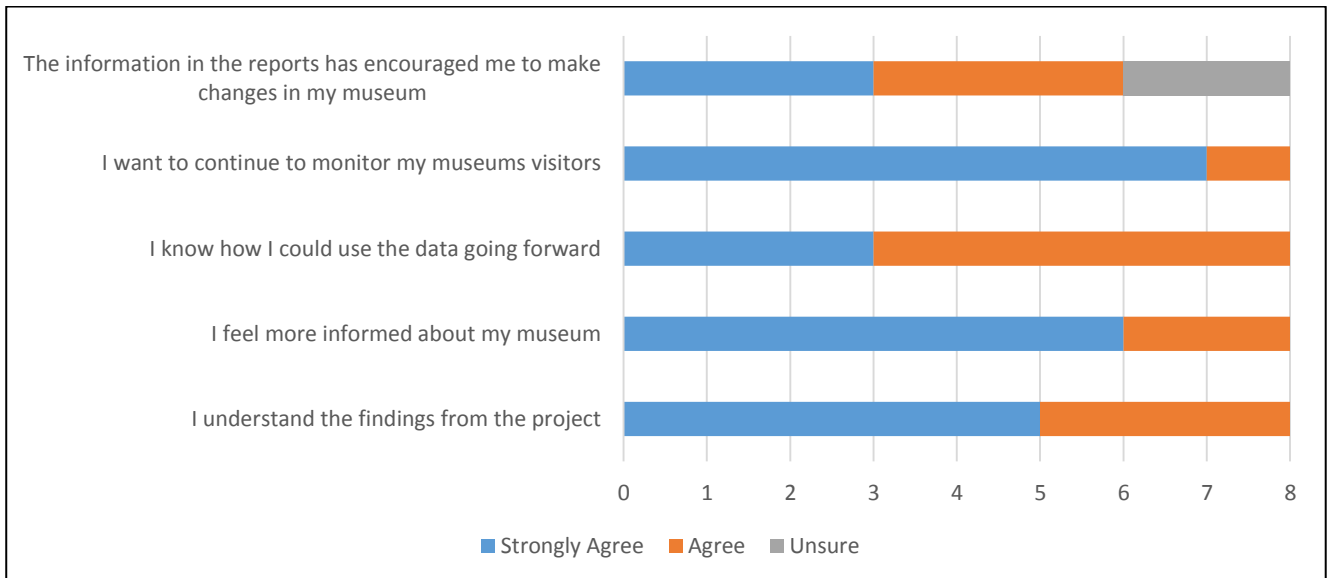
Base: 8

All 8 museum representatives agreed that the workshop, or report, have helped them to identify gaps in their audience development and marketing.

In order to ensure that the workshop was practical and pitched at the right level, museum representatives were asked to rate their level of agreement with a number of statements relating to the workshop's delivery. All 8 museum representatives agreed or strongly agreed that:

- The workshop met their expectations (4 strongly agreed, 4 agreed);
- It was a good use of their time (5 strongly agreed, 3 agreed);
- It was well structured (5 strongly agreed, 3 agreed);
- The content was relevant & useful (5 strongly agreed, 3 agreed); and
- The speaker was relevant & informative (5 strongly agreed, 3 agreed).

Table 5:4: Agreement with statements about the Workshop (frequency)
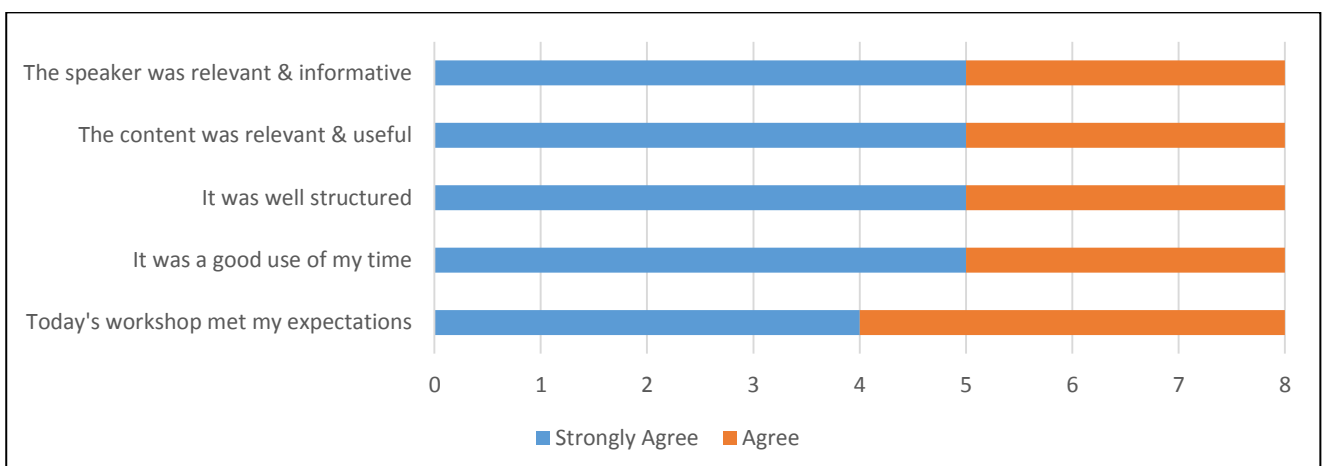
Base: 8

Finally, museum representatives were asked if they had any further feedback on the Workshop, or the NIMC project as a whole, which could help ANI improve the delivery of the model in future. The following comments were provided:

"More please! We need to keep doing this type of work to prove value of museums!"

"Very useful workshop. The start of process."

"Would be good if attendees at this meeting could meet several times a year to discuss museum issues."

5.5   Overall Project Feedback

As part of the Insight Workshop, museums were asked to discuss their views on the overall project, their experiences and any suggested changes that could be made to improve the process. The following section summarises the salient points arising from the feedback provided.

Overall views on the project

Museums were very positive about the project and the initial outcomes. They were glad that they had taken part and have found the profiling data collected to be very beneficial. Feedback from visitors was also overwhelmingly positive, particularly in relation to museum staff. Where criticism had been provided, it was felt that this was fair, constructive and something the museums can learn from and improve on.

A small number of issues with the overall project were highlighted:

- Museums felt they would have benefited from a longer consultation period prior to initiating the project; and
- A number of museums raised issues with the timing of the project and the impact this had on their footfall figures and sample sizes. These museums reported that they are seasonal and take advantage of increased tourist numbers at different times of the year, and winter would typically be their quietest period. However, other museums had less of an issue with this as they typically have a lot of local visitors and so do not experience the same seasonal fluctuations.

Staff issues

In terms of selecting staff members and volunteers to complete the surveying, all museums were in consensus that it was important that the right kind of staff were involved. These individuals had to be personable, friendly, and confident about approaching visitors. Many found that gallery guides and reception staff usually have these qualities, so it was good for them to be involved.

Ensuring all staff delivering and coordinating the project were consulted from the start was also highlighted as an important factor. For example, regular team meetings and updates within the museums helped staff feel they were part of the process. The on-site training delivered by ANI was highly rated by museums - team working and building relationships were mentioned as benefits, as well as learning the surveying techniques.

On the whole, museums found that staff had enjoyed the project and appreciated the opportunity to be involved. They found interacting with visitors to be beneficial and all staff involved were looking forward to hearing the overall results of the survey.

Views on process of surveying

Overall, museums were happy with the process of completing visitor surveys and felt adequately trained to do this. Through the course of the six-week fieldwork period, the museums made a

number of 'tweaks' that made the process more applicable to their individual circumstances and helped to increase response rates. The following are some examples of these:

- In many of the museums visitors preferred completing the survey themselves. In other museums, the staff completed the survey up to the point where Section 75 questions were asked, where they then passed this to the visitor to complete on their own;
- Some visitors were also suspicious of the tablets and preferred to complete a paper copy of the survey. Having a table and chair set up for visitors to fill in the paper copies themselves was thought to be a good idea.
- Some museums had designated staff placed at the end of the exhibitions to carry out surveys, this worked well, however other museums felt they would not have the resources to do the same.
- A number of museums offered incentives to visitors who completed the survey. These included a discount voucher for the shop and free tea/coffee.

A number of suggested improvements to the process were also provided:

- In some museums, guides were asking visitors to complete survey. As they had already built a rapport with the visitor, they were happy to fill in the form with them, however some wondered if this may skew the results as the visitor may be more likely to be positive. Similarly, some of the visitors were also well known repeat visitors and knew the staff very well, which might bias their views;
- It was felt the paper survey could be redesigned/reformatted to be shorter. A survey spread out over an unnecessary number of pages is a physiological barrier to completion;
- Visitor tracker and sample numbers sometimes made staff feel under pressure and disheartened when they didn't reach their target. However, it was understood why this tool was necessary and it also created a sense of friendly competition among staff; and
- Having the option to complete the survey 'live' online on a tablet is beneficial, however, some museums reported issues with their WiFi connection and had concerns about losing data mid-way through a survey. A number of software providers supply Apps that enable surveys to be completed offline – this may be an option in future surveying.

Section 75 questions
Museums were asked if they thought questions relating to Section 75 characteristics were the most appropriate questions to ask. Museums were generally in agreement that Section 75 profiling was useful for funders, Councils, and helping the museum meet their legislative obligations. However, a number of concerns were also reported:

- A number of visitors found these questions to be very personal;
- It would be useful to have a definition of what a dependent is. Most people recognise this as a dependent child, but may be less likely to consider a disabled adult or older person as a dependent. It may be useful to split this question into two parts and ask about 1) dependent children and 2) caring for a disabled adult or older person;
- In terms of ethnic group, it was agreed that a further breakdown of the classification 'white' may be useful as there are many Eastern European visitors to the museums; and
- There were are a number of issues with the disability question. It was recognised that some people may not want to disclose their disability, others may not consider themselves to be

disabled, and some may consider this to mean physically disabled and not consider learning disabilities;

There was a discussion around the Section 75 classifications that were omitted from the survey and whether this was the correct thing to do, namely:

- Marital status: it was still agreed that gathering this data would be of little use to museums; and
- Sexual orientation: some museums felt it may useful to gather this type of information as it would help evidence whether they are providing services for people from all parts of the community.

It was felt that a socio-economic breakdown of the visitors would be useful. ANI have provided a breakdown of the socio-economic profiles of visitors for this project using postcode information and Mosaic profiling. However, this requires access to specific geo-demographic profiling software. Question on household income and employment status could be added to future surveys, which can act as a proxy measure of socio-economic status.

How museums will use the data

Once their individual reports were finalised, all museums planned to present the data to their funders/ Councils and also to their staff. Museums were also asked if they planned to use the data on any other way – a number of suggestions were provided:

- Profile data will be used in future programming;
- Profile data will be used to target groups who currently don't attend. For example, museums were generally surprised at the low numbers of visitors who reported having a disability – this is something they need to consider;
- Results on how visitors found out about the museum will inform future marketing and advertising;
- Feedback from visitors showed very high satisfaction levels with museum staff. This is recognition of their hard work and will help boost morale;
- The results will inform discussions on pricing of museum entry and option of free admittance;
- Will help inform Council's Community Plan Action Plan.

Next steps

Having completed this project, all the museums could see the benefits and would like to carry on with visitor profiling. It was recognised that this project was a 'first step' that could be built on, and that surveying at different times of the years in important to build a full profile of visitors and help overcome the issues of seasonality.

It was suggested that future questionnaires might be designed to collect evidence for the following:

- The economic impact of the museums; and
- The social impact of the museums. It is evident from the data that museums are attracting older audiences, museums could be showing how they are contributing to wellbeing agenda (e.g. through working with those with dementia) and other disadvantaged/socially excluded groups.

Some areas of further research to consider in the future were also suggested:

- Understanding what the barriers are for non-visitors;
- Research involving children as school trips and educational services are such a significant and important part of the museums' offer.

6   Recommendations

6.1   Introduction

This section sets out a number of recommendations, based on the learnings from the Visitor Profiling Project. These have presented as operational recommendations and strategic recommendations.

6.2   Operational Recommendations

One of the overall project aims was to develop a visitor profiling methodology which can be used for future museum visitor profiling and benchmarking. The following recommendations have been based on the learnings from piloting the approach in the six museums. These should be taken into account if any museums wish to use the same approach in the future.

Questionnaire Design

A number of minor issues were encountered in the wording of some survey questions. The following questions should be amended in any future use of the questionnaire to overcome any issues with misunderstanding or ambiguity, and to ensure results are comparable with national datasets.

The number of visitors within the pilot identifying themselves as disabled was low. It was felt that the wording of the question 'Do you consider yourself to have a disability" was ambiguous, which may have impacted on the results. There is also no national dataset with which to compare the results of this question.

Recommendation: The wording of the disability question should be changed to match that used in the Census questionnaire, namely:

Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? (Includes problems related to old age):

- *Yes, limited a lot*
- *Yes, limited a little*
- *No*
- *Prefer not to say*

Similarly, the question relating to dependants was also consider to be ambiguous as it did not contain a definition of what a dependent is. Most people recognise this as a dependent child, but may be less likely to consider a disabled adult or older person as a dependent. Again, there is no national dataset to compare this to.

Recommendation: The wording of the dependants question should be changed to match that in the Census questionnaire, namely:

Do you have responsibility for the care of any of the following?

- *A child/children*
- *A person with a long-term health problem or disability*
- *A dependant elderly person*

The question on ethnicity did not separate the 'white' category into sub-categories. Pilot museums agreed that a further breakdown of the classification 'white' may be useful as there are many Eastern European visitors to the museums.

Recommendation: The options under the ethnicity question should be changed to match that in the Census questionnaire, namely:

- *White: English, Welsh, Scottish, Northern Irish, British, Irish Gypsy or Irish Traveller, Any other White background*
- *Mixed/multiple ethnic groups: White and Black Caribbean White and Black African White and Asian, Any other mixed/multiple ethnic background*
- *Asian: Indian, Pakistani, Bangladeshi Chinese Any other Asian background*
- *Black/African/Caribbean/Black British: African, Caribbean, Any other Black /African/Caribbean background*
- *Other ethnic group: Arab Any, other ethnic group*

Questionnaire Format

A number of museums found that visitors preferred to complete the survey themselves. It was felt the paper copy could be redesigned/reformatted to be shorter, as a survey spread out over an unnecessary number of pages is a physiological barrier to completion.

Recommendation: The questionnaire should be reformatted to fit onto a smaller number of pages. Care should be taken to ensure the format is still accessible, for example in a minimum font size 12, clearly printed and easy to read.

Fieldwork Timing

Many of the pilot museums raised issues with the timing of the fieldwork as this was one of their quietest times of the year. It was recognised that this project was a 'first step' that could be built on, and that surveying at different times of the years in important to build a full profile of visitors and help overcome the issues of seasonality.

Recommendation: In order to address any issues of seasonality and fluctuating visitor numbers and/or visitor types, fieldwork should be completed biannually at agreed fieldwork times, once in peak season and once in off-peak season. Participating museums should aim to complete visitor profiling within the agreed fieldwork times (± one week to allow flexibility) to ensure comparability of results.

6.3 Strategic Recommendations

The following anticipated outcomes were set for the project:

- Participating museums will see the benefit in carrying out visitor research; and
- Project will set benchmark for visitor profiling and act as case study for future museums.

This following strategic recommendations should be taken into consideration by NIMC for the benefit of the wider museum sector.

All pilot museums found the visitor profiling data collected to be very beneficial and planned to use their data for a range of purposes, such as:

- To present to funders/ Councils;
- In future programming, marketing and advertising;
- To target specific visitor groups; and
- To use as baseline to compare future profiling data against.

Recommendation: NIMC should gather examples of where pilot museums have used visitor profiling data to shape their programme and operations. These can be used as Case Studies to showcase the value of collecting visitor data to the wider museum sector.

Having seen the benefits of the project, a number of the pilot museums expressed an interest in carrying out further visitor profiling. In addition, ANI held Information Clinics with a number of museums (a combination of Council-run and independent) who had not taken part in the pilot but were interested in the project. Many of these museums also expressed an interest in conducting the visitor profiling approach in their museum.

Recommendation: Given the demand expressed by museums that were part of the pilot, and also those who had not participated in the pilot project, NIMC should undertake an options analysis to further embed visitor profiling as a tool for audience development within the museum sector.

Recommendation: NIMC should also examine options for training provision to ensure the sector has the necessary skills to use visitor profiling as a tool for audience development. This could include, for example, training on the visitor profiling approach, qualitative data capture and analysis, and how to use collected data in targeted marketing.

APPENDIX 1: VISITOR & SURVEY TRACKERS

Carrickfergus Museum

Exhibition	Expected visitors	Number of completed surveys	Minimum "nth" invitation	Recommended "nth" invitation				
Overall Target	1,199		4	3				

Day	Date	Number of visitors	Interviewer	Target	Completed	Cumulative % of Target	Cumulative % of Completed Surveys	Difference
Monday	1 February 16	4	Jackie	9	4	3%	1%	2%
Tuesday	2 February 16	5	Jackie/Graham	9	5	6%	3%	3%
Wednesday	3 February 16	6	Jackie/Graham	9	5	8%	4%	4%
Thursday	4 February 16	15	Jackie/Graham	9	11	11%	8%	3%
Friday	5 February 16	0	Jackie/Graham	9	0	14%	8%	6%
Saturday	6 February 16	10	Sean	9	4	17%	9%	8%
Monday	8 February 16	1	Jackie/Graham	9	1	19%	9%	10%
Tuesday	9 February 16	3	Jackie/Graham	9	3	22%	10%	12%
Wednesday	10 February 16	1	Jackie/Graham	9	1	25%	10%	15%
Thursday	11 February 16	2	Graham	9	3	28%	11%	16%
Friday	12 February 16	2	Jackie/Graham	9	2	31%	12%	19%
Saturday	13 February 16	7	Sean	9	5	33%	14%	20%
Monday	15 February 16	12	Jackie/graham	9	7	36%	16%	20%
Tuesday	16 February 16	2	Jackie/graham Sharon	9	0	39%	16%	23%
Wednesday	17 February 16	8	Jackie/ David	9	2	42%	16%	25%
Thursday	18 February 16	50	Ann	9	5	44%	18%	27%
Friday	19 February 16	34	Jackie	9	1	47%	18%	29%
Saturday	20 February 16	6	Sean	9	3	50%	19%	31%
Monday	22 February 16	8	Jackie/Graham	9	2	53%	20%	33%
Tuesday	23 February 16	12	Graham /Sharon	9	3	56%	21%	35%
Wednesday	24 February 16	6	Jackie / Graham	9	4	58%	22%	36%
Thursday	25 February 16	47	Jackie	9	0	61%	22%	39%
Friday	26 February 16	27	Jackie/Claire	9	7	64%	24%	40%
Saturday	27 February 16	6	Claire	9	2	67%	25%	42%
Monday	29 February 16	29	Graham/jackie	9	3	69%	26%	44%
Tuesday	1 March 16	48	Graham/jackie	9	3	72%	27%	46%
Wednesday	2 March 16	32	Graham/jackie	9	2	75%	27%	48%
Thursday	3 March 16	4	Graham/jackie	9	4	78%	28%	49%
Friday	4 March 16	6	Graham/Claire	9	0	81%	28%	52%
Saturday	5 March 16	36	Sean	9	6	83%	30%	53%
Monday	7 March 16	42	Graham/Claire	9	0	86%	30%	56%
Tuesday	8 March 16	12	Graham/Claire	9	0	89%	30%	59%
Wednesday	9 March 16	43	Graham/jackie	9	0	92%	30%	61%
Thursday	10 March 16	3	Graham/Jackie	9	0	94%	30%	64%
Friday	11 March 16	4	Jackie/Graham	9	2	97%	31%	66%
Saturday	12 March 16	20	Sean	9	9	100%	34%	66%
		553	TOTAL	324	109			
					20%			

* The Large numbers from 18th Feb onwards equate to school visits to the musuem which unfortunately do not qualify to complete survey

Down County Museum

Exhibition	Expected visitors	Number of completed surveys	Minimum "nth" invitation	Recommended "nth" invitation				
Overall Target	2,423	336	7	6				
Day	Date	Number of visitors	Interviewer	Target	Completed	Cumulative % of Target	Cumulative % of Completed Surveys	Difference
Monday	01/02/2016	29		9	1	2%	0%	2%
Tuesday	02/02/2016	80		9	2	5%	1%	4%
Wednesday	03/02/2016	81		9	3	7%	2%	6%
Thursday	04/02/2016	139		9	4	10%	3%	7%
Friday	05/02/2016	106		9	2	12%	3%	9%
Saturday	06/02/2016	67		9	4	14%	4%	10%
Sunday	07/02/2016	83		9	5	17%	6%	11%
Monday	08/02/2016	149		9	4	19%	7%	12%
Tuesday	09/02/2016	90		9	3	21%	7%	14%
Wednesday	10/02/2016	113		9	3	24%	8%	16%
Thursday	11/02/2016	62		9	3	26%	9%	17%
Friday	12/02/2016	50		9	3	29%	10%	19%
Saturday	13/02/2016	40		9	3	31%	11%	20%
Sunday	14/02/2016	30		9	0	33%	11%	23%
Monday	15/02/2016	172		9	4	36%	12%	24%
Tuesday	16/02/2016	115		9	4	38%	13%	25%
Wednesday	17/02/2016	71		9	4	40%	14%	27%
Thursday	18/02/2016	106		9	3	43%	15%	28%
Friday	19/02/2016	150		9	5	45%	16%	29%
Saturday	20/02/2016	46		9	4	48%	17%	31%
Sunday	21/02/2016	53		9	3	50%	18%	32%
Monday	22/02/2016	78		9	3	52%	19%	34%
Tuesday	23/02/2016	99		9	4	55%	20%	35%
Wednesday	24/02/2016	128		9	3	57%	20%	37%
Thursday	25/02/2016	130		9	3	60%	21%	38%
Friday	26/02/2016	122		9	5	62%	22%	39%
Saturday	27/02/2016	106		9	6	64%	24%	40%
Sunday	28/02/2016	42		9	4	67%	25%	42%
Monday	29/02/2016	59		9	5	69%	26%	43%
Tuesday	01/03/2016	329		9	17	71%	31%	40%
Wednesday	02/03/2016	110		9	7	74%	33%	41%
Thursday	03/03/2016	105		9	9	76%	35%	41%
Friday	04/03/2016	81		9	7	79%	37%	42%
Saturday	05/03/2016	85		9	12	81%	40%	41%
Sunday	06/03/2016	37		9	8	83%	42%	41%
Monday	07/03/2016	106		9	14	86%	46%	40%
Tuesday	08/03/2016	94		9	9	88%	48%	40%
Wednesday	09/03/2016	66		9	9	90%	51%	40%
Thursday	10/03/2016	73		9	8	93%	53%	40%
Friday	11/03/2016	192		9	15	95%	57%	38%
Saturday	12/03/2016	84		9	5	98%	58%	39%
Sunday	13/03/2016	61		9	4	100%	59%	41%
Revised Total		4019		378	224			

F.E McWilliam

Museum					
F.E. Mc William Gallery& Studio					
Day	Date	Number of visitors	Number of Surveys Completed	% of Daily Visitors Surveyed	Online Surveys
Monday (15th Feb)	15 February 16	38	4	11%	4
Tuesday	16 February 16	62	22	35%	22
Wednesday	17 February 16	28	3	11%	3
Thursday	18 February 16	69	7	10%	6
Friday	19 February 16	39	6	15%	6
Saturday	20 February 16	55	10	18%	9
Monday (22nd Feb)	22 February 16	30	9	30%	8
Tuesday	23 February 16	27	10	37%	0
Wednesday	24 February 16	33	8	24%	6
Thursday	25 February 16	37	0	0%	0
Friday	26 February 16	23	3	13%	4
Saturday	27 February 16	37	7	19%	8
Monday (29th Feb)	29 February 16	10	2	20%	2
Tuesday	1 March 16	19	8	42%	8
Wednesday	2 March 16	17	5	29%	5
Thursday	3 March 16	25	10	40%	10
Friday	4 March 16	20	1	5%	1
Saturday	5 March 16	26	6	23%	6
Monday (7th March)	7 March 16	16	1	6%	5
Tuesday	8 March 16	32	4	13%	0
Wednesday	9 March 16	17	2	12%	0
Thursday	10 March 16	43	3	7%	16
Friday	11 March 16	49	17	35%	18
Saturday	12 March 16	42	18	43%	6
Monday (14th March)	14 March 16	17	6	35%	6
Tuesday	15 March 16	10	1	10%	2
Wednesday	16 March 16	8	3	38%	4
Thursday	17 March 16	23	5	22%	8
Friday	18 March 16	67	13	19%	14
Saturday	19 March 16	17	2	12%	2
Monday 21st march)	21 March 16	13	1	8%	1
Tuesday	22 March 16	53	18	34%	17
Wednesday	23 March 16	10	3	30%	4
Thursday	24 March 16	25	5	20%	5
Friday	25 March 16	17	0	0%	0
Saturday	26 March 16	40	8	20%	8
		1094	230		227

Irish Linen

Exhibition	Expected visitors	Number of completed surveys	Minimum "nth" invitation	Recommended "nth" invitation				
Overall Target	1,487	324	5	4				

Day	Date	Number of visitors	Interviewer	Target	Completed	Cumulative % of Target	Cumulative % of Completed Surveys	Difference
Monday (1st Feb)	1 February 16	35		9	3	3%	1%	2%
Tuesday	2 February 16	21		9	7	6%	3%	2%
Wednesday	3 February 16	9		9	8	8%	6%	3%
Thursday	4 February 16	30		9	11	11%	9%	2%
Friday	5 February 16	14		9	4	14%	10%	4%
Saturday	6 February 16	24		9	3	17%	11%	6%
Monday (8th Feb)	8 February 16	41		9	20	19%	17%	2%
Tuesday	9 February 16	22		9	4	22%	19%	4%
Wednesday	10 February 16	11		9	4	25%	20%	5%
Thursday	11 February 16	14		9	6	28%	22%	6%
Friday	12 February 16	28		9	7	31%	24%	7%
Saturday	13 February 16	18		9	7	33%	26%	7%
Monday (15th Feb)	15 February 16	8		9	3	36%	27%	9%
Tuesday	16 February 16	31		9	7	39%	29%	10%
Wednesday	17 February 16	23		9	8	42%	31%	10%
Thursday	18 February 16	86		9	37	44%	43%	2%
Friday	19 February 16	31		9	12	47%	47%	1%
Saturday	20 February 16	25		9	11	50%	50%	0%
Monday (22nd Feb)	22 February 16	19		9	10	53%	53%	0%
Tuesday	23 February 16	11		9	0	56%	53%	2%
Wednesday	24 February 16	13		9	2	58%	54%	5%
Thursday	25 February 16	17		9	0	61%	54%	7%
Friday	26 February 16	22		9	7	64%	56%	8%
Saturday	27 February 16	52		9	17	67%	61%	6%
Monday (29th Feb)	29 February 16	26		9	9	69%	64%	6%
Tuesday	1 March 16	8		9	1	72%	64%	8%
Wednesday	2 March 16	10		9	7	75%	66%	9%
Thursday	3 March 16	11		9	3	78%	67%	10%
Friday	4 March 16	18		9	10	81%	70%	10%
Saturday	5 March 16	10		9	4	83%	72%	12%
Monday (7th March)	CLOSED	0		0	0	83%	72%	12%
Tuesday	CLOSED	0		0	0	83%	72%	12%
Wednesday	CLOSED	0		0	0	83%	72%	12%
Thursday	CLOSED	0		0	0	83%	72%	12%
Friday	CLOSED	0		0	0	83%	72%	12%
Saturday	12 February 16	15		9	4	86%	73%	13%
Monday (14th March)	14 March 16	13		0	7	86%	75%	11%
Tuesday	15 March 16	15		0	1	86%	75%	11%
Wednesday	16 March 16	6		9	5	89%	77%	12%
Thursday	17 March 16	10		9	7	92%	79%	13%
Friday	18 March 16	17		9	2	94%	80%	15%
Saturday	19 March 16	30		9	4	97%	81%	16%
Monday (21st March)	21 March 16	12		9	6	100%	83%	17%
No Date					3			
Total		806		324	271			

Newry & Mourne

Exhibition	Expected visitors	Number of completed surveys	Minimum "nth" invitation	Recommended "nth" invitation				
Overall Target	3,983	378	11	10				

Day	Date	Number of visitors	Interviewer	Target	Completed	Cumulative % of Target	Cumulative % of Completed Surveys	Difference
Monday	1 February 16	131	CK/GMcA	9	2	2%	1%	2%
Tuesday	2 February 16	107	DT/GMcA/JC	9	2	5%	1%	4%
Wednesday	3 February 16	80	JC/GMcA/CK	9	1	7%	1%	6%
Thursday	4 February 16	144	JC/GMcA/CK	9	2	10%	2%	8%
Friday	5 February 16	78	JC/GMcA/CK/DC	9	1	12%	2%	10%
Saturday	6 February 16	33	DT/GMcA	9	3	14%	3%	11%
Sunday	7 February 16	48	DT/A-MS	9	2	17%	3%	13%
Monday	8 February 16	111	JC/DT	9	9	19%	6%	13%
Tuesday	9 February 16	93	JC/GMcA/CK	9	3	21%	7%	15%
Wednesday	10 February 16	41	DT/GMcA/JC	9	1	24%	7%	17%
Thursday	11 February 16	163	DT/GMcA/JC	9	6	26%	8%	18%
Friday	12 February 16	93	A-MS/GMcA/JC	9	3	29%	9%	19%
Saturday	13 February 16	59	JC/CK	9	4	31%	10%	21%
Sunday	14 February 16	72	A-MS/CK	9	6	33%	12%	21%
Monday	15 February 16	158	CK/GMcA	9	0	36%	12%	24%
Tuesday	16 February 16	85	DT/GMcA/JC	9	5	38%	13%	25%
Wednesday	17 February 16	78	DT/CK/DC	9	5	40%	15%	26%
Thursday	18 February 16	80	DT/CK/DC	9	4	43%	16%	27%
Friday	19 February 16	157	CK/JC/A-MS	9	6	45%	17%	28%
Saturday	20 February 16	65	DT/GMcA	9	6	48%	19%	29%
Sunday	21 February 16	70	DT/GMcA	9	0	50%	19%	31%
Monday	22 February 16	147	DT/CK	9	7	52%	21%	32%
Tuesday	23 February 16	248	A-MS/GMcA/CK	9	12	55%	24%	31%
Wednesday	24 February 16	77	DT/GMcA/A-MS	9	9	57%	26%	31%
Thursday	25 February 16	168	DT/GMcA/CK	9	14	60%	30%	30%
Friday	26 February 16	90	DT/GMcA/A-MS	9	3	62%	31%	31%
Saturday	27 February 16	31	JC/CK	9	3	64%	31%	33%
Sunday	28 February 16	44	JC/CK	9	1	67%	32%	35%
Monday	29 February 16	101	CK/GMcA	9	2	69%	32%	37%
Tuesday	1 March 16	143	DT/GMcA/JC	9	10	71%	35%	37%
Wednesday	2 March 16	100	JC/CK	9	1	74%	35%	39%
Thursday	3 March 16	111	JC/CK	9	0	76%	35%	41%
Friday	4 March 16	159	DT/CK	9	2	79%	36%	43%
Saturday	5 March 16	38	DT/GMcA	9	2	81%	36%	45%
Sunday	6 March 16	56	DT/GMcA	9	0	83%	36%	47%
Monday	7 March 16	130	JC/GMcA/CK	9	0	86%	36%	49%
Tuesday	8 March 16	72	CK/GMcA	9	0	88%	36%	52%
Wednesday	9 March 16	81	A-MS/GMcA/DT	9	0	90%	36%	54%
Thursday	10 March 16	71	A-MS/GMcA/JC	9	0	93%	36%	57%
Friday	11 March 16	85	A-MS/GMcA/DT	9	3	95%	37%	58%
Saturday	12 March 16	62	JC/CK	9	0	98%	37%	61%
Sunday	13 March 16	82	JC/CK	9	0	100%	37%	63%
		4042	TOTAL	378	140			

Tower Museum

Exhibition	Expected visitors	Number of completed surveys	Minimum "nth" invitation	Recommended "nth" invitation				
Overall Target	2,226	330	7	6				
Day	Date	Number of visitors	Interviewer	Target	Completed	Cumulative % of Target	Cumulative % of Completed Surveys	Difference
Tuesday	2 February 16	37			8	0%	2%	-2%
Wednesday	3 February 16	13			0	0%	2%	-2%
Thursday	4 February 16	6			0	0%	2%	-2%
Friday	5 February 16	36			0	0%	2%	-2%
Saturday	6 February 16	36			15	0%	7%	-7%
Sunday	7 February 16	38			8	0%	9%	-9%
Monday	8 February 16	12			0	0%	9%	-9%
Tuesday	9 February 16	19			6	0%	11%	-11%
Wednesday	10 February 16	10			6	0%	13%	-13%
Thursday	11 February 16	86			4	0%	14%	-14%
Friday	12 February 16	12			7	0%	16%	-16%
Saturday	13 February 16	59			0	0%	16%	-16%
Sunday	14 February 16	86			0	0%	16%	-16%
Monday	15 February 16	34			0	0%	16%	-16%
Tuesday	16 February 16	107			0	0%	16%	-16%
Wednesday	17 February 16	28			0	0%	16%	-16%
Thursday	18 February 16	32			0	0%	16%	-16%
Friday	19 February 16	42			0	0%	16%	-16%
Saturday	20 February 16	53			54	0%	33%	-33%
Sunday	21 February 16	37			7	0%	35%	-35%
Monday	22 February 16	32			3	0%	36%	-36%
Tuesday	23 February 16	13			3	0%	37%	-37%
Wednesday	24 February 16	33			8	0%	39%	-39%
Thursday	25 February 16	14			0	0%	39%	-39%
Friday	26 February 16	14			2	0%	40%	-40%
Saturday	27 February 16	67			11	0%	43%	-43%
Sunday	28 February 16	30			10	0%	46%	-46%
Monday	29 February 16	22			8	0%	48%	-48%
Tuesday	1 March 16	14			5	0%	50%	-50%
Wednesday	2 March 16	54			0	0%	50%	-50%
Thursday	3 March 16	25			10	0%	53%	-53%
Friday	4 March 16	40			6	0%	55%	-55%
Saturday	5 March 16	32			0	0%	55%	-55%
Sunday	6 March 16	16			2	0%	55%	-55%
Monday	7 March 16	19			8	0%	58%	-58%
Tuesday	8 March 16	11			9	0%	61%	-61%
Wednesday	9 March 16	14			6	0%	62%	-62%
Thursday	10 March 16	11			0	0%	62%	-62%
Friday	11 March 16	21			5	0%	64%	-64%
Saturday	12 March 16	22			4	0%	65%	-65%
Sunday	13 March 16	15			3	0%	66%	-66%
		1302	TOTAL	330	218			

APPENDIX 2: QUESTIONNAIRE

Hi my name is _____ and I work here at (insert museum name). We are trying to get a better idea of who visits us at the museum so we can supply a better service for you. I was wondering if I could take a few minutes of your time to ask some questions about your visit today. Also, so you know, all information you give me will be confidential and in-line with the Data Protection Act.

1. Date: MM/DD/YYYY

2. Postcode/Townland

3. Would you describe yourself as:
- Local Resident (travelled less than 30 mins to the museum)
- NI Day Tripper (traveled more than 30 mins to the museum)
- Day Tripper (Outside NI)
- Staying Overnight in NI (Hotel/B&B)
- Other (please specify)

4. Have you ever visited the (insert museum name) before today? Please select ONE answer.
- Yes, within the last 12 months........... go to Question 5
- Yes, more than 12 months ago......... go to Question 5
- No, this is my first visit to (insert museum name)....... go to Question 6
- No, this is my first ever visit to any museum....... go to Question 6
- I'm not sure........ go to Question 6

5. Not including this visit, how many times have you visited the (insert museum name) in the past?
- Once
- 2-3 times
- 4-5 times
- More than 5 times
- Other (please specify)

6. What made you visit the museum today? Select as many answers as you want as we go through.
- To see a particular exhibition
- I was visiting something else nearby

- It's an enjoyable way to pass time
- To interest my dependants - children
- To interest my dependants - older person/parent
- To interest my dependants - person with an illness/disability
- To improve my own knowledge
- To see exhibitions which interest me
- I like the museums atmosphere
- I was just walking past and popped in
- I was looking for things to do as I'm on holiday
- I attended following a workshop/ talk
- I try and see every exhibition at the museum
- I was recommended by a friend/family member
- Part of an organised tour
- Leaflet/ Poster about the museum
- A mention on TV / radio
- A piece in a newspaper / magazine
- Website
- Social Media
- Emails
- The staff offer friendly/good customer service
- Other (please specify)

7. Who did you attend with? Select as many answers as you want as we go through
- By myself...Please skip to question 9
- With my partner...Please skip to question 9
- With children... continue to question 8
- With other family members... Please skip to question 9
- With friends/colleagues...Please skip to question 9
- As part of an organised tour ... Please skip to question 9

8. If you attended with children today, what age are they?
0-4 yrs
4-7 yrs
8-11 yrs
12-16 yrs
Other (please specify)

9. Is there anything which stops you visiting the museum more often? Select as many answers as you want as we go through.
- I haven't got the time
- It's difficult for me to travel
- I don't know what's on
- Some exhibitions/events aren't suitable for my children
- I've been to exhibitions/events I haven't enjoyed in the past

- I don't really see myself as someone who goes to museums
- I don't know enough about history/art/science
- I need family friendly facilities
- I have specific access requirements
- The cost is too high
- The opening hours are unsuitable
- Poor customer service
- Lack of suitable facilities
- Location of the museum
- None of the above

10. How did you find out about us?
- Website
- Facebook
- Twitter
- Trip Advisor
- General web search
- Radio
- Leaflet/brochure/poster
- Direct by email/ezines
- Local Newspaper
- Regional Newspaper
- Magazine
- Tourist signage
- Guide book i.e. Lonely Planet
- Word of mouth
- Other (please specify)
- Excellent Good Average Poor Very poor Not sure
- Overall experience

11. Please rate your visit today.
- Excellent
- Good
- Average
- Poor
- Very poor
- Not sure

12. Are you likely to recommend this museum to a friend?
- Very likely
- Likely
- Very unlikely
- Not likely

- Not sure

13. Are you likely to visit this museum again?
- Very likely
- Likely
- Very unlikely
- Not likely
- Not sure

The following section contains individual information. Can you please take a few minutes to fill in the following options?

14. Age
- 16 to 19
- 20 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65+
- Prefer not to say

15. Gender
- Male
- Female
- Transgender/Transitioning
- Prefer not to say

16. Do you have any dependants?
- No … Please skip to question 17
- Yes … go to question 16
- Prefer not to say… Please skip to question 17

17. If you answered that you have dependants, who are they?
Children
- An older person / Parent
- A person with an illness / disability
- Prefer not to say
- Other (please specify)

18. Religion
- No religion

- Roman Catholic
- Protestant
- Other Christian group
- Muslim
- Buddhist
- Hindu
- Jewish
- Sikh
- Any other, please describe

19. National Identity
- British
- Irish
- Northern Irish
- Other (please specify)

20. Ethnic Group
White
- Irish Traveller
- Indian
- Pakistani
- Arab
- Bangladeshi
- Chinese
- African
- Caribbean
- Mixed Race
- Other ethnic background, please describe

21. Do you consider yourself to have a disability?
- Yes
- No
- Not sure
- Prefer not to say

If you would like to be contacted by us again, please give your contact details below.
(please note that in giving your details, this is viewed as consent to being contacted/emailed further)
- Name
- City/Town
- Country
- Email Address
- Phone Number

How would you preferred to be contacted?

- Post
- Text
- Email

Is there anything else you would like to tell us about your visit today?

Thank you very much for taking the time to complete this survey. I'd like to remind you again that all information given is confidential and safely secured.

APPENDIX 3: SURVEY RESULTS

Table: Would you describe yourself as:

	Carrickfergus Museum		Down County Museum		F.E Mc William Gallery & Studio		Irish Linen Centre & Lisburn Museum		Newry & Mourne Museum		Tower Museum		Overall	
	%	n	%	n	%	n	%	n	%	n	%	n	%	n
Local resident (travelled less than 30 mins to the museum)	52%	52	63%	131	56%	121	53%	123	58%	74	23%	45	51%	546
NI Day Tripper (travelled more than 30 mins to the museum)	27%	27	31%	65	30%	65	26%	60	24%	31	23%	45	27%	293
Day Tripper (Outside NI)	4%	4	3%	6	8%	17	12%	29	10%	13	17%	32	9%	101
Staying overnight in NI (Hotel/B&B)	17%	17	3%	7	6%	13	9%	22	7%	9	37%	71	13%	139
Total		100		209		216		234		127		193		1079

Table: Have you ever visited the Museum before today?

	Carrickfergus Museum		Down County Museum		F.E Mc William Gallery & Studio		Irish Linen Centre & Lisburn Museum		Newry & Mourne Museum		Tower Museum		Overall	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Yes, within the last 12 months	26%	27	53%	117	63%	142	21%	55	30%	42	8%	17	34%	400
Yes, more than 12 months ago	12%	12	22%	49	16%	36	21%	57	20%	28	13%	29	17%	211
No, this is my first visit to the Museum	51%	53	23%	51	20%	46	44%	117	36%	50	61%	131	39%	448
No, this is my first ever visit to any museum	12%	12	3%	6	1%	3	14%	37	13%	18	18%	38	10%	114
Total		104		233		227		266		138		215		1,183

Table: Not including this visit, how many times have you visited the Museum?

	Carrickfergus Museum		Down County Museum		F.E Mc William Gallery & Studio		Irish Linen Centre & Lisburn Museum		Newry & Mourne Museum		Tower Museum		Overall	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Once	18%	7	6%	10	7%	11	23%	29	3%	2	41%	21	16%	80
2-3 times	36%	14	22%	35	17%	28	28%	35	29%	19	35%	18	28%	149
4-5 times	28%	11	15%	24	23%	37	15%	19	12%	8	20%	10	19%	109
More than 5 times	18%	7	57%	90	53%	85	34%	43	56%	37	4%	2	37%	264
Total		39		223		161		126		66		51		666

Table: What made you visit the museum today?

	Carrickfergus Museum		Down County Museum		F.E Mc William Gallery & Studio		Irish Linen Centre & Lisburn Museum		Newry & Mourne Museum		Tower Museum		Overall	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
To see a particular exhibition	4%	4	23%	44	42%	95	17%	42	18%	24	13%	26	20%	235
I was visiting something else nearby	33%	32	23%	44	14%	32	14%	36	10%	13	14%	28	18%	185
It's an enjoyable way to pass time	38%	37	39%	76	26%	59	27%	67	31%	41	32%	66	32%	346
Of interest to my dependents - children	12%	12	15%	30	5%	10	10%	25	7%	9	8%	17	10%	103
Of interest to my dependents – older person/parent	4%	4	8%	15	2%	5	3%	8	5%	6	2%	5	4%	43
Of interest to my dependents - person with an illness/disability	0%	0	2%	3	0%	1	2%	5	0%	0	1%	3	1%	12
To improve my own knowledge	29%	28	37%	73	27%	61	30%	76	42%	56	52%	108	36%	402
To see exhibitions which interest me	16%	16	25%	48	33%	74	25%	62			34%	70	22%	270
I like the museums atmosphere	21%	21	25%	49	40%	90	17%	42	34%	45	20%	41	26%	288

	Carrickfergus Museum		Down County Museum		F.E Mc William Gallery & Studio		Irish Linen Centre & Lisburn Museum		Newry & Mourne Museum		Tower Museum		Overall	
I was looking for things to do as I'm on holiday	31%	30	7%	14	30%	68	10%	25	8%	11	16%	34	17%	182
I attended following a workshop/ talk	7%	7	4%	7	7%	16	8%	20	13%	17	27%	56	11%	123
I try and see every exhibition at the museum	0%	0	12%	24	1%	3	12%	29	9%	12	1%	1	6%	69
I was recommended by a friend/family member	6%	6	11%	22	10%	23	6%	14	7%	9	7%	14	8%	88
Part of an organised tour	11%	11	15%	30	10%	23	8%	21	11%	14	16%	34	12%	133
Leaflet/ Poster about the museum	8%	8	10%	19	13%	29	33%	84	17%	23	8%	16	15%	179
A mention on TV / radio	2%	2	5%	9	3%	6	1%	3	3%	4	4%	9	3%	33
A piece in a newspaper / magazine	1%	1	0%	0	0%	1	2%	6	0%	0	1%	1	1%	9
Website	0%	0	2%	4	1%	3	1%	3	2%	3	1%	3	1%	16
Social Media	4%	4	1%	2	3%	6	4%	9	5%	7	8%	16	4%	44
Emails	1%	1	1%	2	1%	2	0%	0	2%	2	2%	5	1%	12
The staff offer friendly/good customer service	2%	2	2%	4	2%	4	0%	1	3%	4	1%	1	2%	16
Total		98		195		224		252		132		207		1,108

Table: Who did you attend with today?

	Carrickfergus Museum		Down County Museum		F.E Mc William Gallery & Studio		Irish Linen Centre & Lisburn Museum		Newry & Mourne Museum		Tower Museum		Overall	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
By myself	7%	7	19%	38	17%	38	11%	28	26%	35	18%	39	16%	185
With my partner	28%	28	22%	44	27%	60	13%	33	16%	22	27%	58	22%	245
With children	23%	23	17%	35	7%	15	12%	31	13%	18	11%	24	14%	146
With other family members	14%	14	8%	17	16%	35	16%	41	7%	10	16%	35	13%	152
With friends/colleagues	25%	25	26%	52	18%	41	18%	45	21%	29	20%	42	21%	234
As part of an organised tour	6%	6	8%	17	16%	35	29%	73	16%	22	8%	16	14%	169

Total	100	203	224	251	136	214	1,128

Table: If you attended with children today, what age are they?

	Carrickfergus Museum		Down County Museum		F.E Mc William Gallery & Studio		Irish Linen Centre & Lisburn Museum		Newry & Mourne Museum		Tower Museum		Overall	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
0-4 yrs	54%	14	33%	17	50%	11	25%	16	40%	8	39%	10	40%	76
5-7 yrs	39%	10	35%	18	18%	4	22%	14	50%	10	50%	13	36%	69
8-11 yrs	31%	8	54%	28	23%	5	59%	37	65%	13	50%	13	47%	104
12-16 yrs	19%	5	19%	10	23%	5	8%	5	20%	4	19%	5	18%	34
17-18 yrs	0%	0	12%	6	5%	1	6%	4	0%	0	12%	3	6%	14
Total		26		52		22		63		20		26		209

Table: Is there anything which stops you visiting the museum more often?

	Carrickfergus Museum		Down County Museum		F.E Mc William Gallery & Studio		Irish Linen Centre & Lisburn Museum		Newry & Mourne Museum		Tower Museum		Overall	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
I haven't got the time	25%	22	30%	53	28%	53	19%	42	16%	19	21%	40	23%	229
It's difficult for me to travel	5%	4	10%	17	17%	32	9%	19	16%	18	18%	33	13%	123
I don't know what's on	12%	10	11%	20	19%	37	14%	30	20%	23	12%	23	15%	143
Some exhibitions/events aren't suitable for my children	0%	0	1%	2	2%	4	1%	1	1%	1	3%	5	1%	13
I've been to exhibitions/events I haven't enjoyed in the past	1%	1	2%	4	3%	6	1%	3	0%	0	2%	4	2%	18
I don't really see myself as someone who goes to museums/galleries	3%	3	3%	5	2%	4	5%	12	3%	4	6%	12	4%	40

	Carrickfergus Museum %	n	Down County Museum %	n	F.E Mc William Gallery & Studio %	n	Irish Linen Centre & Lisburn Museum %	n	Newry & Mourne Museum %	n	Tower Museum %	n	Overall %	n
I don't know enough about history/art/science	7%	6	2%	3	1%	1	4%	8	4%	5	7%	13	4%	36
I need family friendly facilities	0%	0	0%	0	1%	1	1%	3	0%	0	0%	0	0%	4
I have specific access requirements	0%	0	0%	0	1%	2	2%	4	0%	0	1%	1	1%	7
The opening hours are unsuitable	0%	0	2%	4	1%	2	3%	6	2%	2	3%	5	2%	19
Poor customer service	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Lack of suitable facilitates	0%	0	0%	0	0%	0	1%	1	2%	2	1%	1	1%	4
Location of the museum	6%	5	3%	5	10%	19	7%	15	10%	11	13%	24	8%	79
Total		87		176		193		221		116		188	0%	981

Table: How did you find out about us?

	Carrickfergus Museum		Down County Museum		F.E Mc William Gallery & Studio		Irish Linen Centre & Lisburn Museum		Newry & Mourne Museum		Tower Museum		Overall	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Website	9%	9	8%	15	11%	23	10%	27	15%	18	19%	39	12%	131
Facebook	1%	1	3%	6	2%	4	1%	3	3%	4	2%	5	2%	23
Twitter	1%	1	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1
Trip Advisor	5%	5	6%	11	0%	0	6%	15	2%	2	12%	24	5%	57
General web search	4%	4	6%	11	3%	7	3%	9	3%	3	8%	17	5%	51
Radio	0%	0	1%	1	2%	4	0%	1	1%	1	1%	1	1%	8
Leaflet/brochure/poster	5%	5	8%	15	5%	11	4%	11	15%	18	7%	15	7%	75
Direct by email/ezines	0%	0	2%	4	2%	5	0%	1	4%	5	0%	0	1%	15
Local Newspaper	0%	0	15%	29	4%	8	5%	13	10%	12	2%	5	6%	67
Regional Newspaper	0%	0	4%	8	3%	7	1%	2	2%	2	0%	0	2%	19
Magazine	0%	0	0%	0	1%	1	0%	1	0%	0	0%	0	0%	2
Tourist signage	14%	14	5%	9	9%	19	9%	23	17%	20	14%	29	11%	114
Guide book i.e. Lonely	0%	0	1%	2	0%	0	1%	3	0%	0	3%	7	1%	12

Planet													
Word of mouth	43%	43	48%	96	57%	125	46%	121	50%	60	32%	66	46%	511
Other	26%	26	24%	48	24%	52	32%	85	13%	16	24%	50	24%	277
Total		100		199		220		262		120		208	0%	1,109

Table: Please rate your visit today

	Carrickfergus Museum		Down County Museum		F.E Mc William Gallery & Studio		Irish Linen Centre & Lisburn Museum		Newry & Mourne Museum		Tower Museum		Overall	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Excellent	58%	59	77%	162	67%	153	76%	192	73%	99	63%	128	69%	793
Good	38%	38	23%	47	30%	69	22%	56	26%	35	36%	73	29%	318
Average	4%	4	0%	0	2%	4	2%	6	1%	1	1%	2	2%	17
Poor	0%	0	0%	0	0%	1	0%	0	0%	0	0%	0	0%	1
Very poor	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	0%	1
Not sure	0%	0	0%	1	0%	0	0%	0	0%	0	0%	0	0%	1
Total		101		210		227		252		135		204	0%	1,129

Table: Are you likely to recommend the museum to a friend?

	Carrickfergus Museum		Down County Museum		F.E Mc William Gallery & Studio		Irish Linen Centre & Lisburn Museum		Newry & Mourne Museum		Tower Museum		Overall	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Very likely	66%	66	81%	169	74%	166	72%	186	74%	100	69%	140	73%	827
Likely	31%	31	15%	32	25%	56	26%	68	26%	35	30%	61	26%	283
Not likely	0%	0	2%	5	0%	0	1%	2	0%	0	1%	2	1%	9
Very unlikely	0%	0	0%	1	0%	0	0%	0	0%	0	0%	0	0%	1
Not sure	3%	3	1%	2	1%	2	0%	1	0%	0	0%	0	1%	8

Total		100		209		224		257		135		203	0%	1,128

Table: Are you likely to visit the museum again?

	Carrickfergus Museum		Down County Museum		F.E Mc William Gallery & Studio		Irish Linen Centre & Lisburn Museum		Newry & Mourne Museum		Tower Museum		Overall	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Very likely	56%	56	81%	167	78%	172	65%	142	69%	86	46%	90	66%	713
Likely	36%	36	14%	29	19%	43	24%	52	27%	33	36%	70	26%	263
Not likely	5%	5	2%	4	1%	2	7%	16	0%	0	8%	16	4%	43
Very unlikely	1%	1	1%	3	0%	0	1%	2	0%	0	4%	8	1%	14
Not sure	2%	2	1%	2	2%	4	3%	7	4%	5	5%	10	3%	30
Total		100		205		221		219		124		194	0%	1,063

Table: Age

	Carrickfergus Museum		Down County Museum		F.E Mc William Gallery & Studio		Irish Linen Centre & Lisburn Museum		Newry & Mourne Museum		Tower Museum		Overall	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
16 to 19	7%	7	4%	8	1%	1	2%	6	1%	1	7%	14	4%	37
20 to 24	7%	7	3%	7	3%	7	4%	10	8%	11	19%	39	7%	81
25 to 34	12%	12	11%	23	6%	14	11%	28	7%	9	25%	52	12%	138
35 to 44	13%	13	15%	33	11%	23	12%	30	10%	14	13%	27	12%	140
45 to 54	14%	14	13%	29	12%	26	16%	41	21%	28	11%	22	15%	160
55 to 64	23%	23	25%	54	29%	63	21%	54	22%	30	15%	32	23%	256
65+	22%	22	26%	56	37%	80	32%	80	28%	38	11%	24	26%	300
Prefer not to say	3%	3	3%	6	2%	5	2%	5	3%	4	0%	0	2%	23
Total		101		216		219		254		135		210	0%	1,135

Table: Gender

	Carrickfergus Museum		Down County Museum		F.E Mc William Gallery & Studio		Irish Linen Centre & Lisburn Museum		Newry & Mourne Museum		Tower Museum		Overall	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Male	44%	44	35%	75	30%	65	34%	84	46%	62	49%	103	40%	433
Female	56%	57	64%	136	70%	152	66%	163	54%	73	51%	108	60%	689
Transgender/Transitioning	0%	0	0%	0	0%	0	0%	1	0%	0	1%	1	0%	2
Prefer not to say	0%	0	1%	2	1%	1	0%	0	0%	0	0%	0	0%	3
Total		101		213		218		248		135		212	0%	1,127

Table: Do you have any dependants?

	Carrickfergus Museum		Down County Museum		F.E Mc William Gallery & Studio		Irish Linen Centre & Lisburn Museum		Newry & Mourne Museum		Tower Museum		Overall	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
No	59%	56	50%	102	61%	125	60%	135	52%	68	72%	139	59%	625
Yes	39%	37	46%	94	38%	78	39%	88	46%	60	25%	49	39%	406
Prefer not to say	2%	2	3%	7	1%	2	2%	4	2%	3	3%	5	2%	23
Total		95		203		205		227		131		193	0%	1,054

Table: If you answered that you have dependants, who are they?

	Carrickfergus Museum		Down County Museum		F.E Mc William Gallery & Studio		Irish Linen Centre & Lisburn Museum		Newry & Mourne Museum		Tower Museum		Overall	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Children	81%	34	80%	78	73%	58	75%	66	75%	43	67%	43	75%	322

An older person / Parent	2%	1	2%	2	8%	6	7%	6	4%	2	11%	7	6%	24
A person with an illness / disability	5%	2	5%	5	3%	2	7%	6	0%	0	8%	5	5%	20
Prefer not to say	7%	3	4%	4	5%	4	2%	2	5%	3	11%	7	6%	23
Other (please specify)	5%	2	8%	8	11%	9	9%	8	16%	9	3%	2	9%	38
Total		42		97		79		88		57		64	0%	427

Table: Religion

	Carrickfergus Museum		Down County Museum		F.E Mc William Gallery & Studio		Irish Linen Centre & Lisburn Museum		Newry & Mourne Museum		Tower Museum		Overall	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
No religion	24%	22	16%	34	26%	55	14%	34	10%	13	27%	55	20%	213
Roman Catholic	30%	28	42%	87	23%	50	21%	51	62%	80	31%	64	35%	360
Protestant	39%	36	28%	58	26%	56	40%	97	13%	17	25%	51	29%	315
Other Christian group	2%	2	2%	5	1%	3	4%	10	2%	3	5%	10	3%	33
Muslim	0%	0	0%	0	0%	0	2%	4	0%	0	1%	1	1%	5
Buddist	0%	0	0%	0	1%	2	1%	2	0%	0	1%	1	1%	5
Hindu	0%	0	0%	0	0%	0	1%	2	0%	0	2%	3	1%	5
Jewish	0%	0	0%	0	0%	0	0%	0	0%	0	1%	1	0%	1
Sikh	0%	0	0%	0	1%	1	0%	0	0%	0	0%	0	0%	1
Prefer not to say	0%	0	9%	19	17%	36	14%	34	9%	11	5%	11	0%	0
Any other	5%	5	2%	5	5%	11	4%	10	4%	5	4%	9	5%	5
Total		93		208		214		244		129		206	0%	1,094

Table: National Identity

	Carrickfergus Museum	Down County Museum	F.E Mc William Gallery & Studio	Irish Linen Centre & Lisburn Museum	Newry & Mourne Museum	Tower Museum	Overall

	n	%	n	%	n	%	n	%	n	%	n	%	n	%
British	53%	52	31%	64	45%	96	51%	126	18%	23	31%	65	38%	426
Irish	18%	18	31%	66	21%	44	23%	57	52%	68	26%	54	29%	307
Northern Irish	20%	20	31%	66	24%	52	13%	32	14%	18	13%	27	19%	215
Prefer not to say	0%	0	3%	6	4%	8	2%	5	3%	4	2%	4	0%	0
Other (please specify)	8%	8	4%	8	7%	15	11%	28	14%	18	28%	57	8%	8
Total		98		210		215		248		131		207	0%	1,109

Table: Ethnic Group

	Carrickfergus Museum		Down County Museum		F.E Mc William Gallery & Studio		Irish Linen Centre & Lisburn Museum		Newry & Mourne Museum		Tower Museum		Overall	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
White	99%	96	96%	201	96%	191	94%	223	98%	129	89%	185	95%	1,025
Irish Traveller	0%	0	0%	0	1%	1	0%	1	0%	0	1%	3	0%	5
Indian	0%	0	0%	0	0%	0	0%	1	0%	0	2%	4	0%	5
Pakistani	0%	0	0%	0	0%	0	0%	0	0%	0	1%	1	0%	1
Arab	0%	0	0%	0	0%	0	0%	0	0%	0	1%	1	0%	1
Bangladeshi	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
Chinese	0%	0	1%	2	0%	0	1%	2	0%	0	1%	1	1%	5
African	0%	0	1%	1	0%	0	0%	0	0%	0	0%	0	0%	1
Caribbean	0%	0	0%	0	0%	0	0%	0	0%	0	1%	2	0%	2
Mixed Race	0%	0	0%	0	0%	0	0%	1	0%	0	0%	0	0%	1
Prefer not to say	0%	0	2%	5	3%	5	3%	6	0%	0	3%	6	0%	0
Other	1%	1	0%	0	1%	2	1%	3	2%	2	2%	4	1%	1
Total		97		209		199		237		131		207	0%	1,080

Table: Do you consider yourself to have a disability?

	Carrickfergus Museum		Down County Museum		F.E Mc William Gallery & Studio		Irish Linen Centre & Lisburn Museum		Newry & Mourne Museum		Tower Museum		Overall	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Yes	9%	9	5%	9	4%	8	11%	25	13%	16	6%	12	8%	79
No	86%	85	93%	155	93%	196	88%	210	85%	104	92%	180	90%	930
Not sure	2%	2	1%	2	1%	2	1%	2	1%	1	1%	1	1%	10
Prefer not to say	3%	3	1%	1	2%	4	1%	2	2%	2	2%	3	2%	15
Total		99		167		210		239		123		196	0%	1,034

APPENDIX 4: MOSAIC GROUP DESCRIPTIONS

A. City Prosperity

High status city dwellers living in central locations and pursuing careers with high rewards.

City Prosperity work in high status positions. Commanding substantial salaries they are able to afford expensive urban homes. They live and work predominantly in London, with many found in and around the City or in locations a short commute away. Well-educated, confident and ambitious, this elite group is able to enjoy their wealth and the advantages of living in a world-class capital to the full.

- **A01 World-Class Wealth:** Global high flyers and families of privilege living luxurious lifestyles in London's most exclusive boroughs.
- **A02 Uptown Elite**: High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort.
- **A03 Penthouse Chic**: City suits renting premium-priced flats in prestige central locations where they work hard and play hard.
- **A04 Metro High-Flyers:** Ambitious 20 and 30-somethings renting expensive apartments in highly commutable areas of major cities.

Northern Ireland		UK	
Count	%	Count	%
2,610	0%	2,138,709	4%

City Prosperity: (index)

More likely to be aged: 26-45 (132)

Have No Children under 18 (112)

Be single (127)

Their stage of their family life would be considered: Mature home sharers (254)

They mostly live in flats (308)

Have an income of above £40K (390)

Employment status is mostly: Full Time (135)

Their highest qualification would be to degree level or higher (219)

Typically they own a Smart TV (134), Tablet (118), Smartphone (119)

Their attitude to technology is that they love new technology and try to get not up t date tech within 6months.

Most likely to shop at M&S (242), Sainsbury's (207) or Waitrose (405)

Most likely to read the Guardian (428), The Times (338) or the Independent 312)

Use online sites such as Linkedin (270), Pinterest (168) and My space (175)

B. Prestige Positions

Established families in large detached homes living upmarket lifestyles

Prestige Positions are affluent married couples whose successful careers have afforded them financial security and a spacious home in a prestigious and established residential area. While some are mature empty-nesters or elderly retired couples, others are still supporting their teenage or older children.

- **B05: Premium Fortunes** - Influential families with substantial income established in distinctive, expansive homes in wealthy enclaves.
- **B06: Diamond Days** - Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions.
- **B07: Alpha Families** - High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development.
- **B08: Bank of Mum and Dad** - Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support.
- **B09: Empty-Nest Adventure** - Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status.

Northern Ireland		UK	
Count	**%**	Count	**%**
83,937	6%	3,853,575	7%

Prestige Positions: (index)

More likely to be aged: 56-65 (177)

Have Four or more Children under 18 (111)

Be Married (170)

Their stage of their family life would be considered: Mature family with children under 18 (180)

They mostly live in detached homes (417)

Have an income of above £40K (186)

Employment status is mostly: Part time/ Housewife (151) or retired (119)

Their highest qualification would be to degree level or higher (151)

Typically they own a Smart TV (121), Tablet (111) or PC (109)

Their attitude to technology is that they will use tech but only upgrade when older version is broken or need replaced

Most likely to shop at M&S (177), Sainsbury's (145) or Waitrose (265)

Most likely to read the Times (237), Daily Telegraph (217) or the Daily Mail (130)

Use online sites such as LinkedIn (135), Pinterest (101)

C. Country Living

Well-off owners in rural locations enjoying the benefits of country life

Country Living are well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs.

- **C10: Wealthy Landowners** - Prosperous owners of country houses including the rural upper class, successful farmers and second-home owners.
- **C11: Rural Vogue** - Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work.
- **C12: Scattered Homesteads** - Older households appreciating rural calm in stand-alone houses within agricultural landscapes.
- **C13: Village Retirement** - Retirees enjoying pleasant village locations with amenities to service their social and practical needs

Northern Ireland		UK	
Count	%	Count	%
242,181	16%	3,605,408	7%

Country Living: (index)

More likely to be aged: 56-65 (162)

Have No Children under 18 (107)

Be Married (143)

Their stage of their family life would be considered: Older/ Elderly family no children under 18 (212)

They mostly live in farms (1492) or named buildings (1031)

Have an income of above £40K (1143)

Employment status is mostly: Part time/ Housewife (175) or retired (155)

Their highest qualification would be to degree level or higher (125) or have an apprenticeship (110)

Typically they own a PC (111)

Their attitude to technology is that they do not like technology and only upgrade when older version is broken or need replaced (129)

Most likely to shop at Co-op (154), Spar (167) or Waitrose (203)

Most likely to read the Times (132), Daily Telegraph (225) or the Daily Mail (144)

Do not usually use online site but when they do they use sites such as Google (104) and Bing (103)

D. Rural Reality

Householders living in inexpensive homes in village communities

Rural Reality are people who live in rural communities and generally own their relatively low cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business.

- **D14: Satellite Settlers** - Mature households living in expanding developments around larger villages with good transport links.
- **D15: Local Focus** - Rural families in affordable village homes who are reliant on the local economy for jobs.
- **D16: Outlying Seniors** - Pensioners living in inexpensive housing in out of the way locations.
- **D17: Far-Flung Outposts** - Inter-dependent households living in the most remote communities with long travel times to larger towns.

Northern Ireland		UK	
Count	**%**	Count	**%**
279,708	19%	3,609,811	7%

Rural Reality: (index)

More likely to be aged: 46-65 (165)

Have four or more Children under 18 (138)

Be Married (103)

Their stage of their family life would be considered: Mature Family (146)

They mostly live in bungalow (199) or semi Detached (123) or named building (196)

Have an income of between £10-14K (121)

Employment status is mostly: Part time/ Housewife (114) or fulltime (108)

Their highest qualification would be to have an apprenticeship (119) or no qualifications at all (108)

Typically they do not own any main type of tech

Their attitude to technology is that they do not like technology and only upgrade when older version is broken or need replaced (116)

Most likely to shop at Co-op (234), Spar (240) or Lidl (137)

Most likely to read the Daily Record (132) or the Sun (106)

Do not usually use online sites, but when they do they use sites such as Facebook (113) and Bing (111)

E: Senior Security

Elderly people with assets who are enjoying a comfortable retirement

Senior Security are elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who have remained in family homes after their children have left, and those who have chosen to downsize to live among others of similar ages and lifestyles.

- **E18: Legacy Elders** - Time-honoured elders now mostly living alone in comfortable suburban homes on final salary pensions.
- **E19: Bungalow Haven** - Peace-seeking seniors appreciating the calm of bungalow estates designed for the elderly.
- **E20: Classic Grandparents** - Lifelong couples in standard suburban homes enjoying retirement through grandchildren and gardening.
- **E21: Solo Retirees** - Senior singles whose reduced incomes are satisfactory in their affordable but pleasant owned homes.

Northern Ireland		UK	
Count	%	Count	%
63,257	4%	4,271,039	8%

Senior Security: (index)

More likely to be aged: 66+ (418)

Have NO Children under 18 (138)

Be Married (115)

Their stage of their family life would be considered: Elderly Single/ Elderly family no children under 18 (343)

They mostly live in bungalow (331) or semi Detached (136))

Have an income of between £10-19K (218)

Employment status is mostly: Retired (366)

Their highest qualification would be to have an apprenticeship (140)

Typically they use a PC (105)

Their attitude to technology is that they do not like technology and only upgrade when older version is broken or need replaced (167)

Most likely to shop at M&S (115), Sainsbury's (119) or Lidl (115)

Most likely to read the Daily Mail (182), Daily Express (187) or Daily Telegraph (166)

Do not usually use online site but when they do they use sites such as Google (101) and Bing (111)

F: Suburban Stability

Mature suburban owners living settled lives in mid-range housing

Suburban Stability are typically mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years.

- **F22: Boomerang Boarders** - Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home.
- **F23: Family Ties** - Active families with teens and adult children whose prolonged support is eating up household resources.
- **F24: Fledgling Free** - Pre-retirement couples with respectable incomes enjoying greater space and spare cash since children left home.
- **F25: Dependable Me** - Single mature owners settled in traditional suburban semis working in intermediate occupations.

Northern Ireland		UK	
Count	%	Count	%
116,014	8%	3,243,867	6%

Suburban Security: (index)

More likely to be aged: 46-65 (253)

Have one child under 18 (122)

Be Married (122)

Their stage of their family life would be considered: Older family with children under 18 (201)

They mostly live in bungalow (164) or semi Detached (185)

Have an income of between £10-14K (145) or £30-39K (150)

Employment status is mostly: Part time / Housewife (145) some are full time (109)

Their highest qualification would be to have an apprenticeship (146) or have 5+ GCSE's (112)

Typically they use a Tablet (107) or PC (104)

Their attitude to technology is that they like technology and will try to have the latest gadgets within six months (105)

Most likely to shop at ALDI (110), Sainsbury's (102) or Asda (102)

Most likely to read the Daily Mail (124), Daily Express (123)

They typically use sites such as Google (103) and Bing (106)

G: Domestic Success

Thriving families who are busy bringing up children and following careers

Domestic Success are high-earning families who live affluent lifestyles in upmarket homes situated in sought after residential neighbourhoods. Their busy lives revolve around their children and successful careers in higher managerial and professional roles.

- **G26: Cafés and Catchments** - Affluent families with growing children living in upmarket housing in city environs.
- **G27: Thriving Independence** - Well-qualified older singles with incomes from successful professional careers in good quality housing.
- **G28: Modern Parents** - Busy couples in modern detached homes juggling the demands of school-age children and careers.
- **G29: Mid-Career Convention** - Professional families with children in traditional mid-range suburbs where neighbours are often older.

Northern Ireland		UK	
Count	%	Count	%
131,646	9%	4,459,016	8%

Domestic Success: (index)

More likely to be aged: 36-55 (231)

Have 1-4 children under 18 (261)

Be Married (147)

Their stage of their family life would be considered: Mature family with children under 18 (303)

They mostly live in detached (219) or semidetached (135)

Have an income of over £40K (311)

Employment status is mostly: Part time / Housewife (215) some are full time (129)

Their highest qualification would be to have a degree or higher (130)

Typically they use a Smart TV (122), Smartphone (119) or Tablet (124)

Their attitude to technology is that they like technology and will try to have the latest gadgets within six months (130)

Most likely to shop at M&S (104), Sainsbury's (123) or Tesco (115)

Most likely to read the Daily Telegraph (147) or the Independent (116)

They typically use sites such as Linkedin (118) or Apple (165)

H: Aspiring Homemakers

Younger households settling down in housing priced within their means

Aspiring Homemakers are younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.

- **H30: Primary Ambitions** - Forward-thinking younger families who sought affordable homes in good suburbs which they may now be out-growing.
- **H31: Affordable Fringe** - Settled families with children owning modest, 3-bed semis in areas where there's more house for less money.
- **H32: First-Rung Futures** - Pre-family newcomers who have bought value homes with space to grow in affordable but pleasant areas.
- **H33: Contemporary Starts** - Fashion-conscious young singles and partners setting up home in developments attractive to their peers.
- **H34: New Foundations** - Occupants of brand new homes who are often younger singles or couples with children.
- **H35: Flying Solo** - Bright young singles on starter salaries choosing to rent homes in family suburbs.

Northern Ireland		UK	
Count	%	Count	%
106,823	7%	4,727,814	9%

Aspiring Homemakers: (index)

More likely to be aged: 18-45 (210)

Have 1-3 children under 18 (198)

Be Married (105)

Their stage of their family life would be considered: Young family with children under 18 (346)

They mostly live in a Terrace (130) or semidetached (156)

Have an income of between £20-39K (189)

Employment status is mostly: Full time (155) some are Part time / Housewife (122)

Their highest qualification would be to have an Apprenticeship (119) or GCSE'S or A Levels (112)

Typically they use a Smart TV (115), Smartphone (122) or Tablet (122)

Their attitude to technology is that they like technology and will try to have the latest gadgets within six months (126)

Most likely to shop at ALDI (133), Asda (118) or Tesco (108)

Most likely to read the SUN (114)

They typically use sites such as Google (102) or Apple (108) or Pinterest (104)

I: Family Basics

Families with limited resources who have to budget to make ends meet

Family Basics are families with children who have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options.

- **I36: Solid Economy** - Stable families with children renting better quality homes from social landlords.
- **I37: Budget Generations** - Families supporting both adult and younger children where expenditure can exceed income.
- **I38: Childcare Squeeze** - Younger families with children who own a budget home and are striving to cover all expenses.
- **I39: Families with Needs** - Families with many children living in areas of high deprivation and who need support.

Northern Ireland		UK	
Count	%	Count	%
72,043	5%	3,737,200	7%

Family Basics: (index)

More likely to be aged: 18-45 (170)

Have 1-4 children under 18 (487)

Be Married (112)

Their stage of their family life would be considered: Young family with children under 18 (209)

They mostly live in a Terrace (191) or semidetached (134)

Have an income of below £10K (190)

Employment status is mostly: Student/unemployed (235) or Part time/Housewife (136)

Their highest qualification would be to have an Apprenticeship (119) or GCSE'S or A Levels (112)

Typically they use a Smartphone (118) or Tablet (107)

Their attitude to technology is that they like technology and will try to have the latest gadgets within six months (130)

Most likely to shop at Iceland (205), ALDI (155) or Asda (128)

Most likely to read the SUN (149), Daily Star (171) or Daily Mirror (114)

They typically use sites such as Facebook (130) or Social Networking sites (118)

J: Transient Renters

Single people privately renting low cost homes for the short term

Transient Renters are single people who pay modest rents for low cost homes. Mainly younger people, they are highly transient, often living in a property for only a short length of time before moving on.

- **J40: Make Do & Move On** - Yet to settle younger singles and couples making interim homes in low cost properties.
- **J41: Disconnected Youth** - Young people endeavouring to gain employment footholds while renting cheap flats and terraces.
- **J42: Midlife Stopgap** - Maturing singles in employment who are renting short-term affordable homes.
- **J43: Renting a Room** - Transient renters of low cost accommodation often within subdivided older properties.

Northern Ireland		UK	
Count	%	Count	%
98,040	7%	3,110,173	6%

Transient Renters: (index)

More likely to be aged: 18-35 (263)

Have no children under 18 (120)

Be single (132)

Their stage of their family life would be considered: Young singles/ house sharers (358)

They mostly live in a Terrace (220)

Have an income of between £15-29K (153)

Employment status is mostly: Student/unemployed (204) or Full time (142)

Their highest qualification would be to have No Qualifications (124) or 1-4 GCSE'S (114)

Typically they use a Smartphone (118) or Laptop (107)

Their attitude to technology is that they like technology and will try to have the latest gadgets within six months (145)

Most likely to shop at Iceland (234), ALDI (140) or Asda (151)

Most likely to read the SUN (133), Daily Star (171) or Daily Mirror (115)

They typically use sites such as Facebook (122) or Social Networking sites (108)

K: Municipal Challenge

Urban renters of social housing facing an array of challenges

Municipal Challenge are long-term social renters living in low-value multi-storey flats in urban locations, or small terraces on outlying estates. These are challenged neighbourhoods with limited employment options and correspondingly low household incomes.

- **K44: Inner City Stalwarts** - Long-term renters of inner city social flats who have witnessed many changes.
- **K45: Crowded Kaleidoscope** - Multi-cultural households with children renting social flats in over-crowded conditions.
- **K46: High Rise Residents** - Renters of social flats in high rise blocks where levels of need are significant.
- **K47: Streetwise Singles** - Hard-pressed singles in low cost social flats searching for opportunities.
- **K48: Low Income Workers** - Older social renters settled in low value homes in communities where employment is harder to find.

Northern Ireland		UK	
Count	%	Count	%
63,678	4%	3,153,816	6%

Municiple Challenge: (index)

More likely to be aged: 46-65 (142)

Have no children under 18 (120)

Be single (125)

Their stage of their family life would be considered: Older singles/ mature family (223)

They mostly live in a Flat (330)

Have an income of below £10K (209)

Employment status is mostly: Student/unemployed (279)

Their highest qualification would be to have No Qualifications (147) or have foreign/work related qualifications (131)

Typically they use a Smartphone (105)

Their attitude to technology is that they like technology and will try to have the latest gadgets within six months (139)

Most likely to shop at Iceland (271), Asda (136) or some other shop (not listed) (122)

Most likely to read the SUN (164), Daily Star (204), Daily Mirror (140) or Daily Record (265)

They typically use sites such as Facebook (125), Myspace (157) or Social Networking sites (131)

L: Vintage Value

Elderly people reliant on support to meet financial or practical need

Vintage Value are elderly people who mostly live alone, either in social or private housing, often built with the elderly in mind. Levels of independence vary, but with health needs growing and incomes declining, many require an increasing amount of support.

- **L49: Dependent Greys** - Ageing social renters with high levels of need in centrally located developments of small units.
- **L50: Pocket Pensions** - Penny-wise elderly singles renting in developments of compact social homes.
- **L51: Aided Elderly** - Supported elders in specialised accommodation including retirement homes and complexes of small homes.
- **L53: Seasoned Survivors** - Deep-rooted single elderly owners of low value properties whose modest home equity provides some security.

Northern Ireland		UK	
Count	%	Count	%
148,897	10%	3,354,880	6%

Vintage Value: (index)

More likely to be aged: 66+ (365)

Have no children under 18 (137)

Be Single (126)

Their stage of their family life would be considered: Older singles/ Elderly (506)

They mostly live in a Flat (195) or Bungalow (170)

Have an income of between £10-14K (213)

Employment status is mostly: Retired (329)

Their highest qualification would be to have No Qualifications (160)

Typically they do not own any main type of tech

Their attitude to technology is that they do not like technology and only upgrade when older version is broken or need replaced (116)

Most likely to shop at Iceland (136), LIDL (140) or Co-op (134)

Most likely to read Daily Star (182), Daily Mirror (185) or Daily Record (182)

Do not usually use online sites but when they do they use sites such as Facebook (128) or Yahoo (117)

M: Modest Traditions

Mature homeowners of value homes enjoying stable lifestyles

Modest Traditions are older people living in inexpensive homes that they own, often with the mortgage nearly paid off. Both incomes and qualifications are modest, but most enjoy a reasonable standard of living. They are long-settled residents having lived in their neighbourhoods for many years.

- **M54: Down-to-Earth Owners** - Ageing couples who have owned their inexpensive home for many years while working in routine jobs.
- **M55: Offspring Overspill** - Lower income owners whose adult children are still striving to gain independence meaning space is limited.
- **M56: Self Supporters** - Hard-working mature singles who own budget terraces manageable within their modest wage.

Northern Ireland		UK	
Count	**%**	Count	%
34,024	2%	2,617,561	5%

Modest Traditions: (index)

More likely to be aged: 46-65 (235)

Have no children under 18 (135)

Be Married (110)

Their stage of their family life would be considered: Older singles/ Family with no Kids under 18 (167)

They mostly live in a Terrace (185) or semi-detached (126)

Have an income of between £20-29K (160)

Employment status is mostly: Full time (104)

Their highest qualification would be to have No Qualifications (128) or 1-4 GCSE'S (121)

Typically they do not own any main type of tech

Their attitude to technology is that they do not like technology and only upgrade when older version is broken or need replaced (132)

Most likely to shop at ALDI (127), LIDL (113) or ASDA (126)

Most likely to read Daily Star (136), Daily Mirror (144) or Daily Record (141)

Do not usually use online sites but when they do they use sites such as Facebook (112) or Bing (110)

N: Urban Cohesion

Residents of settled urban communities with a strong sense of identity

Urban Cohesion are settled extended families and older people who live in multi-cultural city suburbs. Most have bought their own homes and have been settled in these neighbourhoods for many years, enjoying the sense of community they feel there.

- **N57: Community Elders** - Established older households owning city homes in diverse neighbourhoods.
- **N58: Cultural Comfort** - Thriving families with good incomes in multi-cultural urban communities.
- **N59: Asian Heritage** - Large extended families in neighbourhoods with a strong South Asian tradition.
- **N60: Ageing Access** - Older residents owning small inner suburban properties with good access to amenities.

Northern Ireland		UK	
Count	**%**	Count	**%**
8,398	1%	2,827,516	5%

Urban Cohesion: (index)

More likely to be aged: 56-65 (127)

Have 1-4 children under 18 (140)

Be Single (110)

Their stage of their family life would be considered: Older singles/ Family with no Kids under 18 (145)

They mostly live in a Terrace (183) or converted flats (176)

Have an income of between £30-49K (134)

Employment status is mostly: Full time (104)

Their highest qualification would be to have foreign/work related qualifications (191)

Typically they use a Smart TV (133) or Tablet (105)

Their attitude to technology is that they like technology and will try to have the latest gadgets within six months (166)

Most likely to shop at M&S (132 or some other shop (Not listed) (159)

Most likely to read The Independent (196), the guardian (177) or Daily Express (137)

They typically use sites such as Social Networking sites (124)

O: Rental Hubs

Educated young people privately renting in urban neighbourhoods

Rental Hubs contains predominantly young, single people in their 20s and 30s who live in urban locations and rent their homes from private landlords while in the early stages of their careers, or pursuing studies.

- **O61: Career Builders** - Motivated singles and couples in their 20s and 30s progressing in their field of work from commutable properties.
- **O62: Central Pulse** - Entertainment-seeking youngsters renting city centre flats in vibrant locations close to jobs and night life.
- **O63: Flexible Workforce** - Self-starting young renters ready to move to follow worthwhile incomes from service sector jobs.
- **O64: Bus-Route Renters** - Singles renting affordable private flats away from central amenities and often on main roads.
- **O65: Learners & Earners** - Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations.
- **O66: Student Scene** - Students living in high density accommodation close to universities and educational centres.

Northern Ireland		UK	
Count	%	Count	%
49,383	3%	3,999,661	8%

Rental Hubs: (index)

More likely to be aged: 18-35 (241)

Have no children under 18 (125)

Be Single (143)

Their stage of their family life would be considered: young singles/ home sharers (411)

They mostly live in a Flats (387)

Have an income of between £30-39K (175)

Employment status is mostly: Full time (160) or Student/ Unemployed (141)

Their highest qualification would be to have a Degree or higher (137), A Levels (138) or foreign/work related qualifications (121)

Typically they use a Smart TV (125), Smart phone (121) or Tablet (116)

Their attitude to technology is that they like technology and will try to have the latest gadgets within six months (158)

Most likely to shop at Sainsbury's (126) or LIDL (121)

Most likely to read The Independent (215), The Guardian (215) or The Times (157)

They typically use sites such as LinkedIn (133), Myspace (140) or Pinterest (131)

Introduction

The Visitor Profiling Project aimed to primarily capture visitor information relating to section 75 information, as well as gather additional information on visitor motivations, barriers and other feedback on museums. The method of data collection was a face-to-face survey administered by staff/volunteers to visitors at each museum within a predefined research period.

This section describes the methodology used in the Visitor Profiling Project.

Questionnaire Design

A detailed questionnaire was initially drafted by ANI and NIMC, and further refined following a Development Workshop where the opinions of all participating museums were included to ensure it was relevant to all. The questionnaire was designed to ensure it gathered all required information, but also to ensure that it was not too long to deter completion.

The questionnaire contained a set of core questions to enable comparison across all museums. These covered the following areas:

- Residential status i.e. local resident, day tripper, overnight visitor;
- Number of previous visits to museum;
- Motivations for visiting;
- Who the visitors attended with and age of accompanied children (if applicable);
- Barriers to visiting the museum more often;
- How they became aware of the museum;
- Rating of their visit;
- Likelihood of recommending the museum to a friend;
- Likelihood of visiting the museum again;
- Age;
- Gender;
- Dependants and category of dependent (if applicable);
- Religion;
- National Identity;
- Ethnic Group; and
- Disability.

Individual museums were also offered the opportunity to add a small number of tailored questions specific to their museum. Examples of these questions included:

- What visitor liked most/least about the museum;
- If they visited to see a specific exhibition and which exhibit (if applicable);
- How they spend their leisure time;
- Rating of museum staff;
- If visit today met their expectations;
- How the museum can improve;
- A tailored list of features that would encourage them to visit the again.

The finalised version of each museum's questionnaire was uploaded onto online survey software, Survey Monkey, under ANI's licence.

The questionnaire used in this project is included in Appendix 2 for information, and is available to any museum that wishes to use it.

Development of a Robust Sample

A sample is a representative portion of a population that you are interested in researching. In this case, the population is all visitors to the museums. A sample gives an indication of the attributes of the wider population by looking at those of a smaller portion. Generally the larger the sample size the

more accurate the data is, and therefore the more accurate and robust the conclusions are about all visitors.

The table below shows examples of appropriate target sample sizes for different annual visitor numbers. The 'margin of error' relates to the extent to which you can generalise findings about the sample to the entire population. A 5% margin is preferable, however up to a 10% margin of error is considered statistically significant (NB: It is recommended that a 10% margin of error is this upper limit).

Table: Example of required sample sizes

Total number of visitors (per annum)	Sample required for 5% margin of error	Sample required for 10% margin of error
10,000	370	148
5,000	357	146
1,000	278	131
500	218	116

To establish a robust sample which would be representative of the visitors to each museums, estimated visitor footfall figures were initially supplied by NIMC. From these estimates, the following target sample sizes were calculated for each museum to achieve statistically significant results (at ±5% margin of error).

Table: Estimated footfall figures and target sample sizes

	Estimated Footfall	Target Sample
Carrickfergus	1,199	292
Down	2,423	332
F.E McWilliam	1,614	311
Irish Linen	1,487	306
Newry & Mourne	3,983	350
Tower	2,226	328

Visitor & Sample Quota Tracker

In order to gather accurate footfall figures over the research period and to monitor the number visitors sampled against the target, ANI developed a quota tracker for each museum.

Daily quotas are set in order to ensure the sample size targets are met. Quotas are calculated based on the length of the fieldwork period and the estimated number of visitors per day.

The quota is the target number of surveys to complete daily, and what interval should be left between each interview to achieve the quota. E.g. "Today, you have to get 10 responses, and you should interview every 20th person leaving the museum to achieve this".

It's important to meet these quotas using this methodology of interviewing every n^{th} customer, because otherwise the results of the survey could be skewed by interviewing too many of one type of person (e.g. if you collect more interviews than you should on a Thursday, and Thursdays are traditionally a day for pensioners to attend, then your results will show a higher than actual level of pensioners attending the venue).

The quota tracker was an updatable spreadsheet that set out the individual museum's expected number of visitors and target sample size. Museums were required to update this on a daily basis with the number of visitor, the staff member(s) interviewing and the number of surveys completed. From this the tracker calculated the cumulative proportion of the target achieved.

The museums' completed trackers are included in Appendix 1.

Fieldworker Selection & Briefing

Fieldwork was completed by museum staff and volunteers. Individual site visits were completed with museum staff/volunteers in January 2016 to provide training on how to complete the survey. In total, 32 staff/volunteers were trained. The training session provided the opportunity to:

- Discuss the rationale and objectives for the project and the museums' expectations;
- Run through the questions in the surveys and discuss any concerns with these;
- Explain face-to-face surveying techniques and how to employ these; and
- Explain the target sample size for each museum and how to track the number of visitors and completed surveys.

Identifying staff members with the correct attributes is very important when selecting fieldworkers. The following are some characteristics of a good fieldworker that should be considered:

- Good communicators: happy approaching and talking to people they do not. They must also be able to represent the museum;
- Organised: they understand the methodology and quota tracker and are well prepared and aware of what equipment is required;
- Reliable and accurate: they are able to follow directions, pay attention to detail, and follow research good practice guidelines;
- Sensitive: they are aware of data protection issues and have an understanding of the visitors' perspective; and
- Personable: open and friendly, they should be able to relate to the visitors.

Fieldwork

Fieldwork was completed over a six-week timeframe, starting on 1st February 2016. There were two exceptions to this:

- Due to the installation of a new exhibition, fieldwork started on the 15th February 2016 in F.E. McWilliam Gallery & Studio (rather than the 1st February as in other participating museums); and
- Carrickfergus Museum encountered an issue in the final stages of the research period. There was a discrepancy between the number of surveys completed and the number input to the online survey software. As surveys were destroyed as they were entered (for data protection reasons), it was not possible to trace the 10 missing surveys. Carrickfergus Museum was therefore

allocated an additional three days of fieldwork time (at the end of the 6 weeks of fieldwork time) to try and compensate for this – 5 surveys were completed during this time.

To be eligible to complete the survey, visitors were required to meet the following criteria:

- Be over 16 years of age;
- To have visited the main galleries/exhibitions within the museums. Those who visited the museum to attend a special event or workshop were only to be included in the survey if they also visited the main galleries/ exhibitions of the museums prior to, or after, their event;
- Visitors only visiting the café, shop or toilets were not to be surveyed; and
- Others visitor groups not to be surveyed included outreach participants, virtual visitors, and non-users of the museum service.

Museums were asked to select the most appropriate location within their museum to place fieldworkers in order to capture eligible visitors. This included, for example:

- At the exit of a gallery or exhibit;
- At a desk entering/exiting the museum;
- At the café; and
- At the end of a guided tour.

Many of the museums chose to complete the surveys using a paper copy. Others used a tablet to complete the survey online (this required a reliable WiFi connection) and some used a combination of both approaches. Feedback from the museums suggest that many visitors were happier to complete the survey on their own, rather than an interviewer-led approach.

Section 75 questions were asked at the end of the survey. Interviewees reiterated that all information collected would comply with the Data Protection Act, and visitors were asked to complete this section themselves. Visitors then submit their response (if completing electronically on a tablet) or put their questionnaire in an envelope which was sealed in front of them.

Feedback from the museums also suggests that offering an incentive improved response rate, for example, offering a discount in the gift shop or free tea/coffee.

ANI offered ongoing support to museums throughout the fieldwork period. This included a mid-project visit to each museum and weekly check-ins to ensure that any emerging issues could be resolved quickly.

The table below shows the actual footfall figures during the research period (as recorded through the tracker), the achieved sample sizes and the margin of error for each museum. Each museum achieved a sufficiently large sample to ensure a margin of error of less than 10%, which is accepted as statistically robust.

Table: Actual footfall figures, achieved sample sizes and margin of error

	Actual Footfall	Achieved Sample	Margin of error
Carrickfergus	553	104	±9%
Down	4,019	224	±6%

F.E McWilliam	1,094	230	±6%
Irish Linen	806	271	±5%
Newry & Mourne	4,042	140	±8%
Tower	1,302	218	±6%

Data Entry

Data from paper-based surveys were input into Survey Monkey by museum staff. Surveys that were completed online by tablet are automatically updated to Survey Monkey. Once the fieldwork period was complete and all data was entered, ANI ran a number of quality checks to ensure that:

- The number of completed surveys matched the museum's tracker; and
- Individual entries were as complete as possible (a small number of skipped questions is to be expected.

Data Analysis

ANI extracted all data from Survey Monkey into Excel for analysis. Survey findings were analysed to provide a profile of museum visitor, their motivations for visiting and frequency, barriers to visiting more often and general feedback on their visit.

The following further analysis was also completed by ANI:

- Postcode data provided by visitors who live in Northern Ireland was used to map:

  - Where they live in relation to the museum;
  - Their travel time to the museum;
  - Their Mosaic profile;
  - Where they live in relation to the Multiple Deprivation Measure Rank.

- Section 75 data collected through the survey was compared to Northern Ireland population statistics to understand how museum visitors compare to the overall population;
- Data on museum attendance and barriers were compared to other research (e.g. the Continuous Household Survey, Experian Data).

Each museum received an individual report outlining the findings from their museum, and the overall report comparing the findings across all six museums.

Data Protection Considerations

The misuse of data or the mistreatment of visitors through inappropriate research could have consequences ranging from legal punishments to a damaged relationship with the visitor.

The following are important issues to consider when completing research (NB: these were covered in the training provided to museums).

All data collected as part of Market Research conducted in the UK must adhere to the 8 Data Protection Principles, as laid out in the Data Protection Act 1998 (the Act is currently under review and updated regulation will be implemented in 2017). This states that all data must be:

1. Fairly & lawfully processed;

2. Processed for limited purposes;

3. Adequate, relevant and not excessive;

4. Accurate;

5. Not kept longer than necessary;

6. Processed in accordance with the individual's rights;

7. Stored securely; and

8. Not transferred to countries with inadequate Data Protection laws.

In a visitor research context, this means:

- You need to be honest and open about why you want the information, and you need to be asking for the information for legitimate reasons. You should acknowledge who you are, what the data will be used for and if any 3rd party is involved;
- The information you collect must neither be TOO much nor TOO little, it needs to accurate and up to date (within reason), and when it is no longer required the information you have collected needs to be either anonymised or deleted;
- The interviewee has the right to be informed about all information held about them, can opt out of any direct marketing (if you're asking people if they'd also like to be added to the mailing list). They also have the right to compensation if it is proven that they have been damaged by your use/misuse of their data;
- Adequate security measures must be taken to protect the nature of the data and prevent harm if lost/disclosed – controlled access to data for staff and non-staff, prevent loss or theft;
- If the data is being transferred outside of the European Economic Area, the 1998 DPA no longer applies, so you need to ensure that appropriate data protection coverage is in place.