

Experience of Museums in Northern Ireland



Findings from the Continuous Household Survey
2008/09

DCAL Research Findings 4/2010

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Executive summary

- Over a quarter (26%) of respondents said they had visited a museum during the last 12 months while 70% claimed to have visited a museum during their life time.
- Twenty-two percent of respondents reported having visited either one or more of the five museums under the remit of National Museums Northern Ireland in the last 12 months.
- Over three-quarters (76%) of respondents who had been to a museum during their lifetime reported that they enjoyed their last visit “a lot”.
- The most frequently cited factor that would encourage respondents to visit museums more often was “Exhibition or display of a subject I am interested in” (28%).
- Over three-fifths (63%) of all the respondents reported that they were satisfied with museums provision in Northern Ireland.

Introduction

Background

This report has been prepared by Research and Statistics Branch, Department of Culture, Arts and Leisure.

The Department of Culture, Arts and Leisure (DCAL) provides funding, central administration, policy development and support for museums. The Ulster Museum, which re-opened in October 2009 after refurbishment, the Ulster Folk & Transport Museum, the Ulster American Folk Park, W5 and Armagh County Museum are within the remit of the National Museums Northern Ireland (NMNI).

Continuous Household Survey

The report presents data from the Continuous Household Survey (CHS). DCAL places questions related to visits to museums in the CHS. The data derived from the CHS is used for various purposes: to monitor DCAL's Public Service Agreement targets, provide data to Museums Branch to help inform policy making, for equality monitoring and contributing to Northern Ireland wide strategies.

The Continuous Household Survey is a Northern Ireland wide household survey administered by Central Survey Unit, Northern Ireland Statistics and Research Agency. The sample for this survey consisted of a systematic random sample of 4,500 addresses selected from the Land and Property Services' list of private addresses. There were 3,414 respondents to the 2008/2009 survey. Respondents are aged 16+.

Technical notes

Any statements in this report regarding differences between groups such as males and females, urban and rural respondents etc. are statistically

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significant at the 5% significance level. This significance level is the criteria for judging whether differences between groups might have arisen by chance. The most common criteria is the 5% level i.e. the probability being one in twenty that a difference might have arisen by chance.

The following should be noted when interpreting figures and tables:

Figure less than 0.5% are denoted by '0'.

Percentages may not add to 100% due to rounding.

Percentages may not add to 100% for questions where multiple responses are allowed.

Detailed tabulations are not provided where the number of respondents is too small to allow meaningful analysis.

The base number of responses to each question is shown in each table. Base numbers of respondents may vary from table to table due to some respondents not answering certain questions.

Further information

In keeping with government policy, no hard copies of this report have been published, but are available on request. Requests or enquiries concerning this publication should be directed to:

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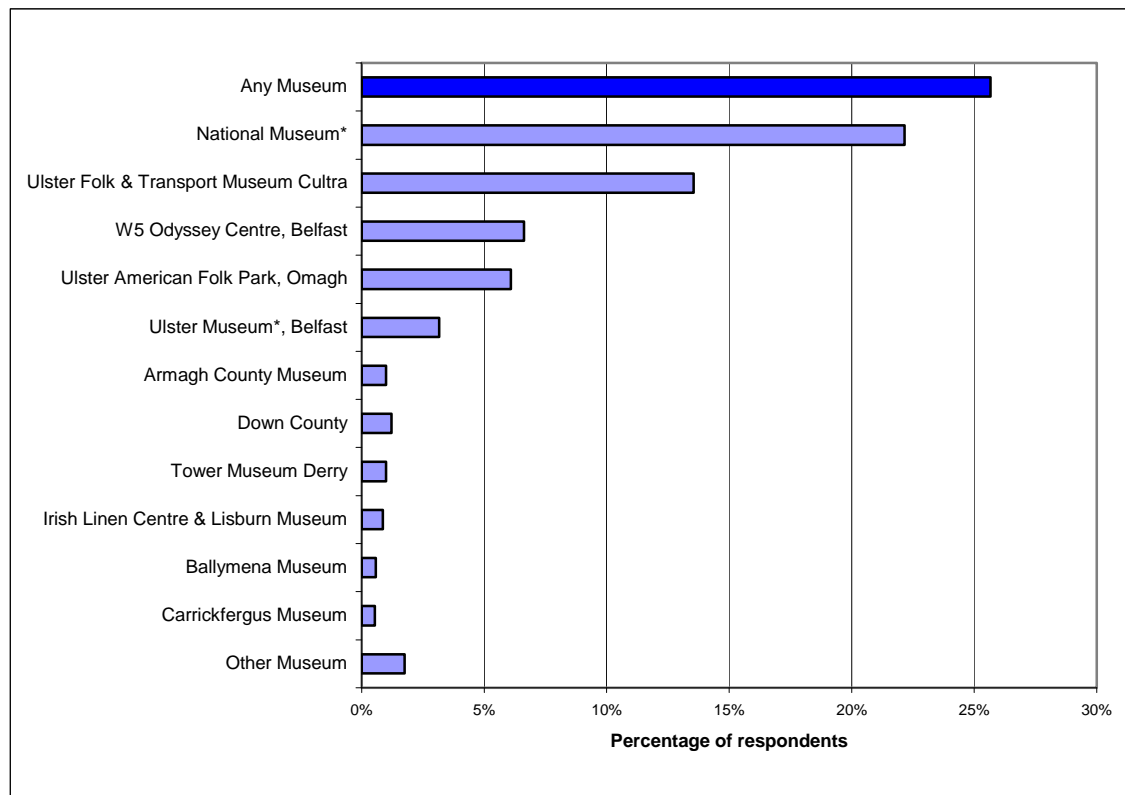
Visits to museums

Over a quarter (26%) of respondents stated they had visited a museum during the last 12 months while 70% percent claimed to have visited a museum during their life time.

Similar proportions of males and females (25% and 26% respectively) reported to having visited a museum during the previous 12 months. Respondents, aged 16-24 were the least likely age group to have attended a museum (21%) while those aged 35–54 were the most likely (36%).

Figure 1 shows the top 10 museums visited by respondents in Northern Ireland in the last 12 months. Twenty-two percent of respondents reported having visited either one or more of the five museums under the remit of National Museums Northern Ireland.

Figure 1 Ten most frequently visited museums in the last 12 months

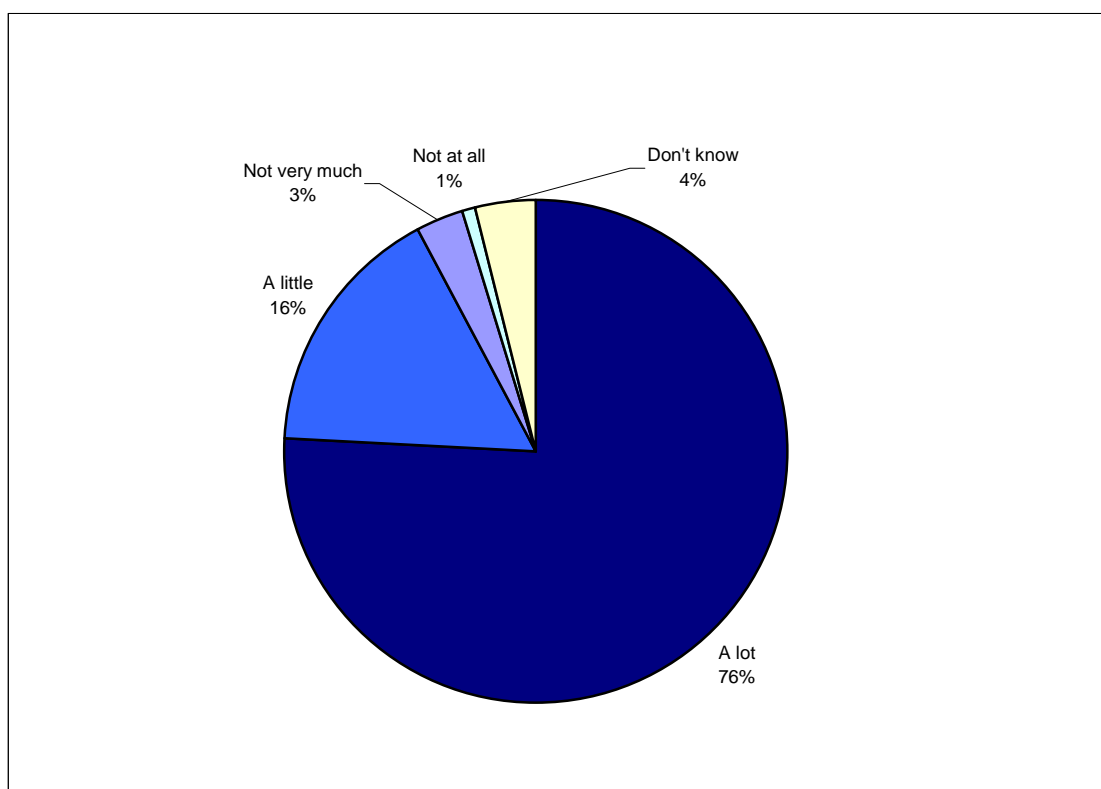


* The Ulster Folk & Transport Museum, W5, the Ulster American Folk Park, the Ulster Museum, which re-opened in October 2009 after refurbishment and Armagh County Museum are under the remit of National Museums Northern Ireland (NMNI).

Enjoyment of museums

Over three-quarters (76%) of respondents who had been to a museum during their lifetime reported that they enjoyed their last visit “a lot” (Figure 2).

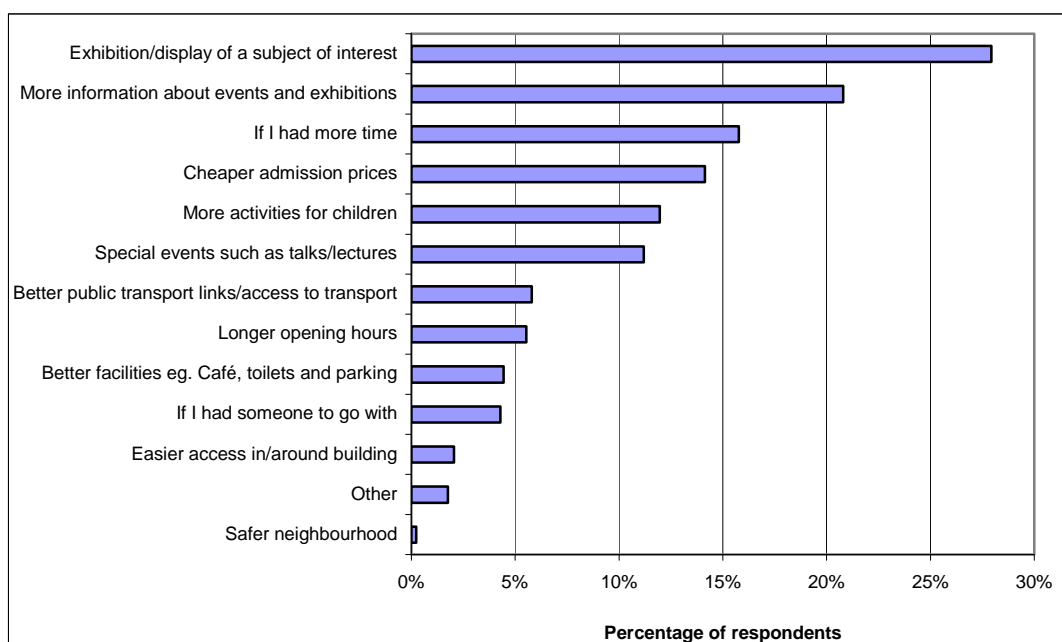
Figure 2 How much respondents enjoyed their last visit to museum



Factors encouraging respondents to visit museums more often

The most frequently cited factors that would encourage respondents to visit museums more often were “Exhibition or display of a subject I am interested in” (28%) followed by “More information about events and exhibitions” (21%) and “If I had more time” (16%). Figure 3 shows the proportions of respondents’ responses to all the factors presented.

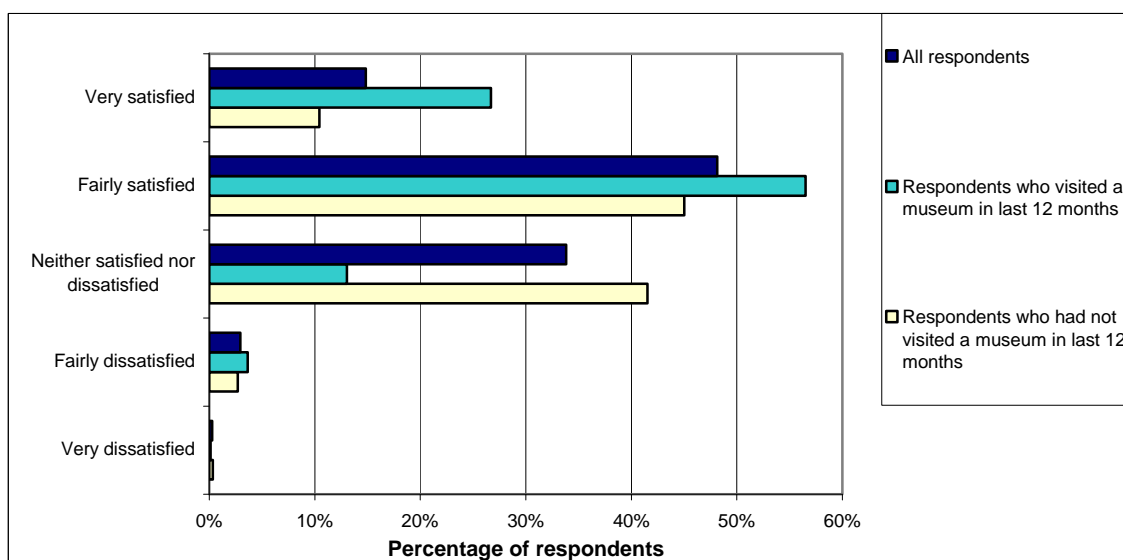
Figure 3 Factors that would encourage respondents to visit museums more often



Overall satisfaction with museums provision in Northern Ireland

Over three-fifths (63%) of all the respondents reported that they were satisfied with museums provision in Northern Ireland (Figure 4). Eighty-four percent of respondents who visited a museum during the past 12 months were satisfied compared with 55% who had not been to any in the past 12 months.

Figure 4 Satisfaction with museums provision in Northern Ireland



Appendix A - Data tables

Visits to museums

Table 1 Visited any museum

Profile of respondent	% of respondents		Base
	During last 12 months	During their lifetime	
All respondents	26	70	3137
Male	25	70	1288
Female	26	71	1849
Aged 16-24	21	66	276
Aged 25-34	27	70	483
Aged 35-44	36	76	611
Aged 45-54	28	72	528
Aged 55-64	27	70	502
Aged 65+	16	67	737
Catholic	21	63	1246
Protestant	28	76	1699
Other religion/none	32	71	168
Has limiting longstanding illness	18	65	813
Does not have limiting longstanding illness	28	72	2323

Table 2 Top 10 museums visited in last 12 months

Profile of respondent	% of respondents
Any museum	26
A national museum (1 st 5 below)	22
Ulster Folk & Transport Museum, Cultra	14
W5 Odyssey Centre, Belfast	7
Ulster American Folk Park, Omagh	6
Ulster Museum, Belfast	3
Armagh County Museum	1
Down County Museum	1
Tower Museum, Londonderry	1
Irish linen Centre & Lisburn Museum	1
Ballymena Museum	1
Carrickfergus Museum	1
Other	2
None in last 12 months	74
Base	3137

Enjoyment of museums

Table 3 Enjoyment of last visit to a museum

Profile of respondent	% of respondents who enjoyed their visit a lot	Base
All	76	2185
Male	75	893
Female	77	1292
Aged 16-24	57	178
Aged 25-34	71	334
Aged 35-44	80	464
Aged 45-54	78	376
Aged 55-64	83	348
Aged 65+	76	485
Catholic	74	777
Protestant	77	1276
Other religion/none	74	118
Has limiting longstanding illness	78	523
Does not have limiting longstanding illness	75	1661

Factors encouraging respondents to visit museums more often

Table 4 Factors encouraging respondents to visit museums more often
a) Five main factors by gender (bold text)

Factor	Percentage of respondents mentioning each factor		
	All	Male	Female
Exhibition / display of a subject I am interested in	28	30	26
More information about events and exhibitions	21	20	21
If I had more time	16	15	16
Cheaper admission prices	14	12	16
More activities for children	12	9	14
Special events such as talks/lectures	11	13	10
Better public transport links/access to transport	6	4	7
Longer opening hours	6	6	5
Better facilities eg. café, toilets and parking	4	5	4
If I had someone to go with	4	4	5
Easier access in/around the building	2	2	2
Other	2	2	2
Safer neighbourhood	0	0	0
Nothing	44	45	43
Base	3126	1282	1844

Percentages may add to more than 100 due to multiple responses

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Table 4 Factors encouraging respondents to visit museums more often
b) Five main factors by age (bold text)

Factor	Percentage of respondents mentioning each factor						
	All	16-24	25-34	35-44	45-54	55-64	65+
Exhibition / display of a subject I am interested in	28	32	34	33	32	24	18
More information about events and exhibitions	21	17	29	28	23	18	11
If I had more time	16	19	20	24	21	12	4
Cheaper admission prices	14	17	18	21	13	12	8
Special events such as talks/lectures	12	9	14	14	14	11	6
More activities for children	11	9	23	26	8	4	3
Better public transport links/access to transport	6	8	5	6	5	6	5
If I had someone to go with	6	5	4	2	4	5	6
Longer opening hours	4	4	7	9	6	4	3
Better facilities eg. café, toilets and parking	4	4	6	5	5	4	3
Easier access in/around the building	2	1	1	1	2	4	3
Other	2	2	1	1	2	3	2
Safer neighbourhood	0	0	0	0	0	0	0
Nothing	44	41	35	34	41	45	61
Base	3126	273	481	610	528	501	733

Percentages may add to more than 100 due to multiple responses

Table 4 Factors encouraging respondents to visit museums more often
c) Five main factors by religion (bold text)

Factor	Percentage of respondents mentioning each factor			
	All	Catholic	Protestant	Other/none
Exhibition / display of a subject I am interested in	28	31	26	31
More information about events and exhibitions	21	20	21	24
If I had more time	16	14	17	13
Cheaper admission prices	14	15	14	14
Special events such as talks/lectures	12	11	11	19
More activities for children	11	13	11	11
Better public transport links/access to transport	6	6	6	5
If I had someone to go with	6	4	5	4
Longer opening hours	4	5	6	10
Better facilities eg. café, toilets and parking	4	3	5	6
Easier access in/around the building	2	2	2	2
Other	2	2	2	3
Safer neighbourhood	0	0	0	1
Nothing	44	44	44	38
Base	3126	1239	1696	167

Percentages may add to more than 100 due to multiple responses

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Table 4 Factors encouraging respondents to visit museums more often
d) Five main factors by health status (bold text)

Factor	Percentage of respondents mentioning each factor		
	All respondents	Has Limiting Longstanding Illness	No Limiting Longstanding Illness
Exhibition / display of a subject I am interested in	28	22	30
More information about events and exhibitions	21	16	23
If I had more time	16	7	19
Cheaper admission prices	14	14	14
Special events such as talks/lectures	12	7	13
More activities for children	11	8	14
Better public transport links/access to transport	6	9	5
If I had someone to go with	6	7	3
Longer opening hours	4	5	6
Better facilities eg. café, toilets and parking	4	5	4
Easier access in/around the building	2	5	1
Other	2	3	1
Safer neighbourhood	0	0	0
Nothing	44	53	41
Base	3126	811	2314

Percentages may add to more than 100 due to multiple responses

Satisfaction with museums provision in Northern Ireland

Table 5 Satisfaction with museums provision in Northern Ireland
a) All respondents

Profile of respondent	Satisfaction with museums provision					Base
	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	
All respondents	15	48	34	3	0	2946
Male	14	47	35	4	0	1214
Female	15	49	33	3	0	1732
Aged 16-24	7	44	45	3	1	257
Aged 25-34	12	45	38	4	1	447
Aged 35-44	14	56	27	3	0	584
Aged 45-54	15	50	32	3	0	499
Aged 55-64	19	45	31	5	0	471
Aged 65+	17	46	36	1	0	688
Catholic	13	45	38	3	1	1176
Protestant	16	51	30	3	0	1597
Other religion/none	17	42	37	4	0	150
Has limiting longstanding illness	16	42	40	2	0	748
Does not have limiting longstanding illness	15	50	32	3	0	2197

Table excludes those who responded 'don't know'.

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Table 5 **Satisfaction with museums provision in Northern Ireland**
b) **Respondents who visited any museum in last 12 months**

Profile of respondent	Satisfaction with museums provision					Base
	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	
All respondents who participate	27	57	13	4	0	798
Male	25	58	13	5	0	322
Female	28	56	13	3	0	476
Aged 16-24	14	63	18	5	0	56
Aged 25-34	23	55	16	5	1	128
Aged 35-44	20	63	13	4	0	217
Aged 45-54	31	55	10	3	0	148
Aged 55-64	37	49	11	4	0	131
Aged 65+	32	53	13	2	0	118
Catholic	32	52	13	3	0	263
Protestant	24	60	12	4	0	474
Other religion/none	25	48	19	8	0	52
Has limiting longstanding illness	33	46	17	3	1	148
Does not have limiting longstanding illness	25	59	12	4	0	650

Table excludes those who responded 'don't know'.

Table 5 **Satisfaction with museums provision in Northern Ireland**
c) **Respondents who had not visited any museums in last 12 months**

Profile of respondent	Satisfaction with museums provision					Base
	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	
All respondents who participate	10	45	42	3	0	2148
Male	10	43	43	3	0	892
Female	11	47	40	2	0	1256
Aged 16-24	5	38	53	2	1	201
Aged 25-34	8	41	47	4	1	319
Aged 35-44	11	51	36	2	0	367
Aged 45-54	8	48	41	3	1	351
Aged 55-64	13	44	39	5	0	340
Aged 65+	14	44	41	1	0	570
Catholic	8	44	45	3	1	913
Protestant	12	47	38	2	0	1123
Other religion/none	12	39	47	2	0	98
Has limiting longstanding illness	11	41	46	2	0	600
Does not have limiting longstanding illness	10	47	40	3	0	1547

Table excludes those who responded 'don't know'.