

# Chapter 4: Museums and Galleries

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## 4.1 Introduction

This chapter examines attendance at museums/galleries. Unless otherwise stated, attendance is defined as at least one physical visit to a museum/gallery during the past twelve months.

### Chapter structure

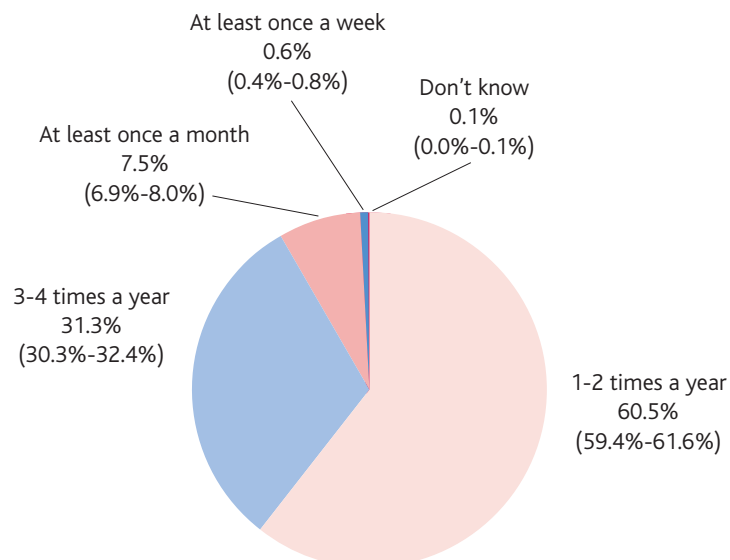
- Levels of engagement and frequency (section 4.2) examines the prevalence and frequency of attendance, and reports on variations within population sub-groups.
- Levers and Barriers (section 4.3) presents the main reason for attendance (levers) and non-attendance (barriers), as well as the factors that would encourage more frequent attendance.
- Socialisation (section 4.4) explores the relationship between recent attendance and attendance as a child.
- Other engagement (section 4.5) covers volunteering and online access.

## 4.2 Levels of engagement and frequency

The data show that 42 per cent of all adults had attended a museum/gallery; equivalent to approximately 16.8 million adults.

The highest proportion of visitors had attended once or twice during the past twelve months (61%) (Figure 4.2.1).

**Figure 4.2.1: Frequency of attendance**

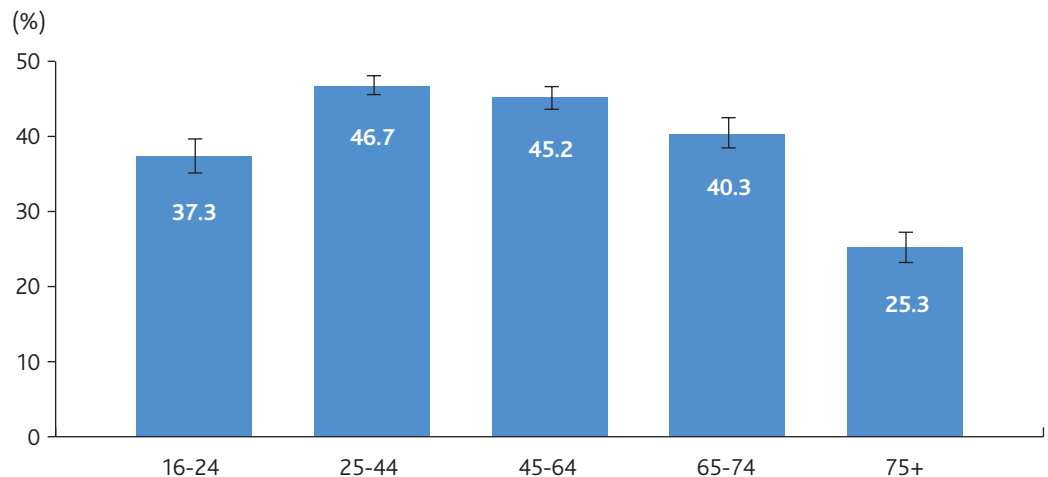


## Demographic variations

AGE (Figure 4.2.2):

- Adults in the oldest age group had significantly lower rates of attendance than all other age groups.
- Adults aged 25-44 and 45-64 had significantly higher rates of attendance than those aged 16-24 and 65-74.
- Adults aged 65-74 had significantly higher rates of attendance than those aged 16-24.

**Figure 4.2.2: Attendance by age group**



GENDER:

- There was no significant difference in the rates of attendance between males and females (43% and 42% respectively).

DISABILITY/ILLNESS (Table 4.2.3):

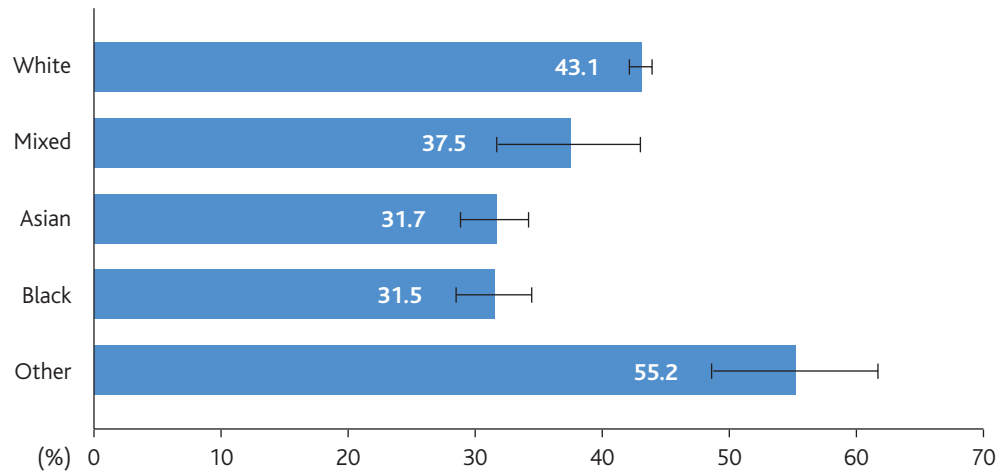
- Adults with a limiting disability/illness had significantly lower rates of attendance than both those with a non-limiting and no disability/illness.
- Adults with a non-limiting disability/illness had significantly higher rates of attendance than those with no disability/illness.

**Table 4.2.3: Attendance by disability/illness**

|                                 | Percentage | Range (%) |
|---------------------------------|------------|-----------|
| Limiting disability/illness     | 32.1       | 30.8-33.5 |
| Non-limiting disability/illness | 48.1       | 45.5-50.8 |
| No disability/illness           | 44.8       | 44.0-45.7 |

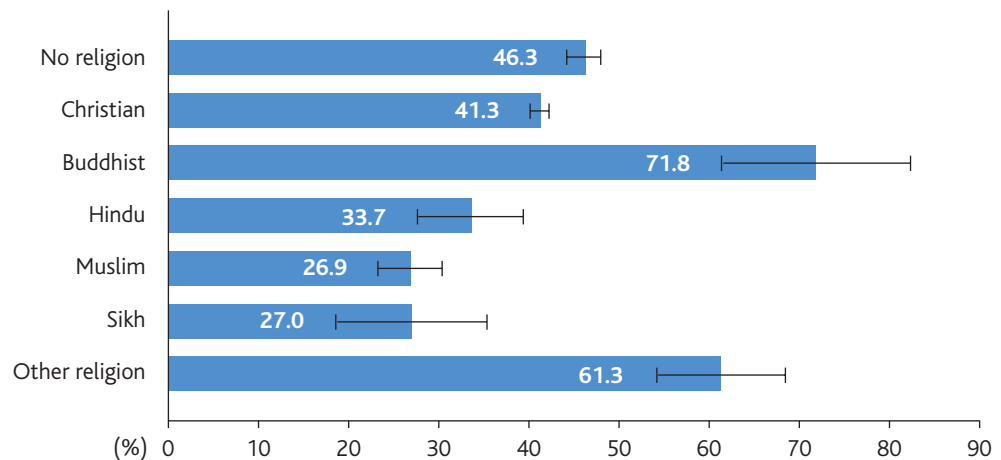
ETHNICITY (Figure 4.2.4):

- Adults from Other ethnic backgrounds had significantly higher rates of attendance than all of the remaining ethnic groups.
- Adults from White ethnic backgrounds had significantly higher rates of attendance than both those from Asian and Black ethnic backgrounds.

**Figure 4.2.4: Attendance by ethnicity**

RELIGION (Figure 4.2.5):

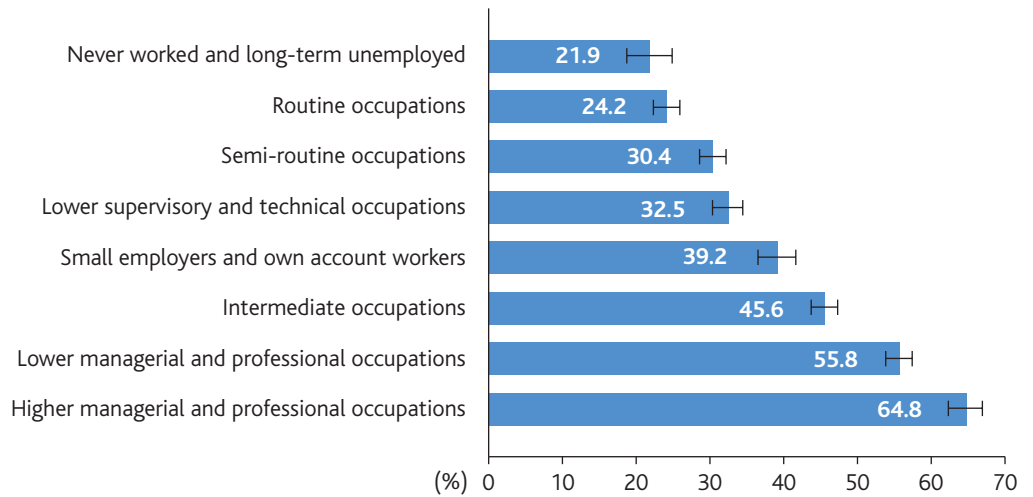
- Adults who reported their religion as Buddhist or Other had significantly higher rates of attendance than all of the remaining groups.
- Adults who reported to have no religion had significantly higher rates of attendance than those who reported their religion as Christian, Hindu, Muslim or Sikh.
- Adults who reported their religion as Christian had significantly higher rates of attendance than those who reported their religion as Hindu, Muslim or Sikh.

**Figure 4.2.5: Attendance by religion**

SOCIO-ECONOMIC GROUP (Figure 4.2.6):

- Adults from higher managerial and professional occupations had significantly higher rates of attendance than all other groups.
- Adults from lower managerial and professional occupations had significantly higher rates of attendance than all other groups, except for those from higher managerial and professional occupations.
- Adults from routine occupations and those who have never worked or are long-term unemployed had significantly lower rates of attendance than all other groups.
- Adults from small employers and intermediate occupations had significantly higher rates of attendance than both those from semi-routine and lower supervisory and technical occupations.
- Adults from intermediate occupations had significantly higher rates of attendance than those from small employers.

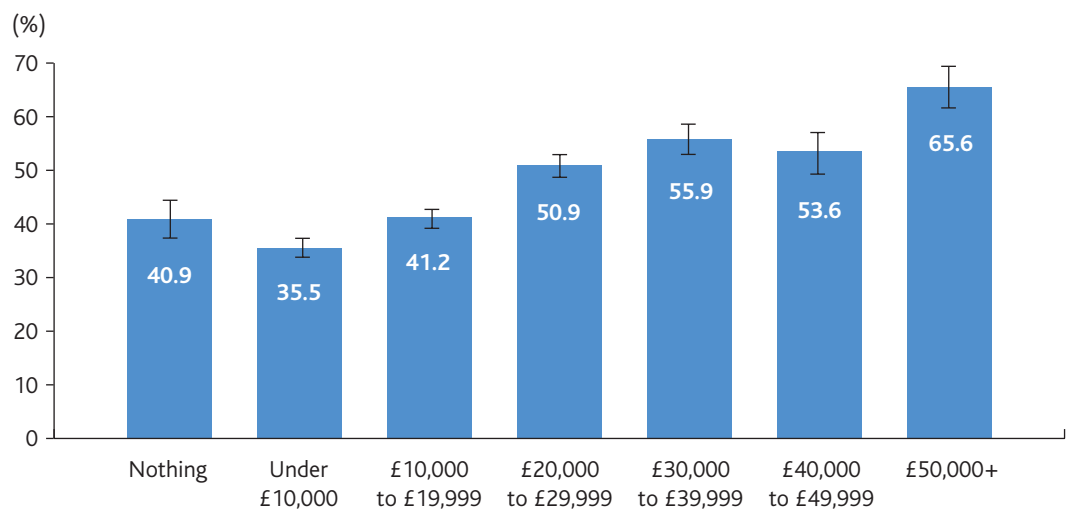
**Figure 4.2.6: Attendance by socio-economic group**



**PERSONAL INCOME (Figure 4.2.7):**

- Adults earning £50,000 or more had significantly higher rates of attendance than all other groups.
- Adults earning under £10,000 had significantly lower rates of attendance than all other groups.
- Adults earning between £10,000 and £19,999 had significantly lower rates of attendance than those in all higher income groups.
- Adults who earn nothing had significantly lower rates of attendance than all other groups, except for those who earn under £10,000 and between £10,000 and £19,999.
- Adults who earn between £20,000 and £29,999 had significantly lower rates of attendance than those who earn between £30,000 and £39,999.

**Figure 4.2.7: Attendance by personal income**



**TENURE (Table 4.2.8):**

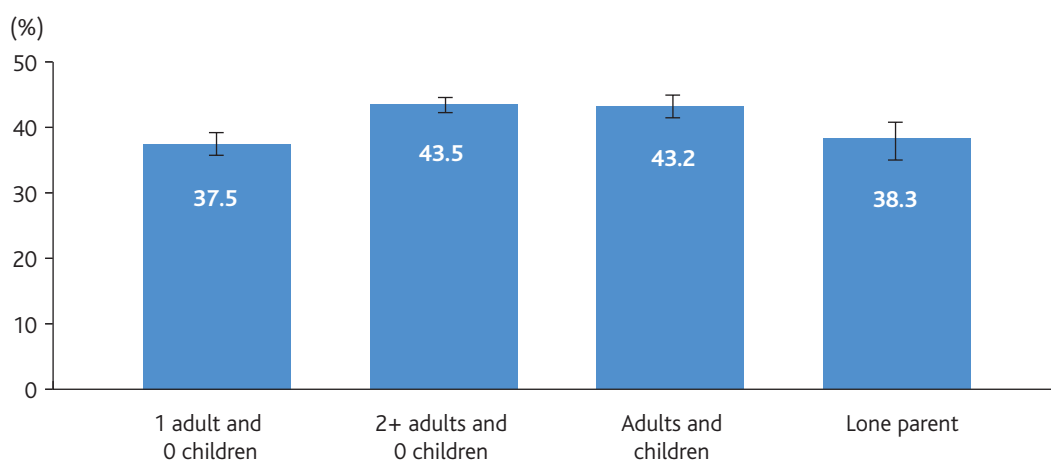
- Adults who rent from the social sector had significantly lower rates of attendance than both those who rent from the private sector and owner occupiers.

**Table 4.2.8: Attendance by tenure**

|                       | Percentage | Range (%) |
|-----------------------|------------|-----------|
| Owners                | 45.5       | 44.6-46.3 |
| Social rented sector  | 24.9       | 23.5-26.3 |
| Private rented sector | 46.8       | 44.7-48.9 |

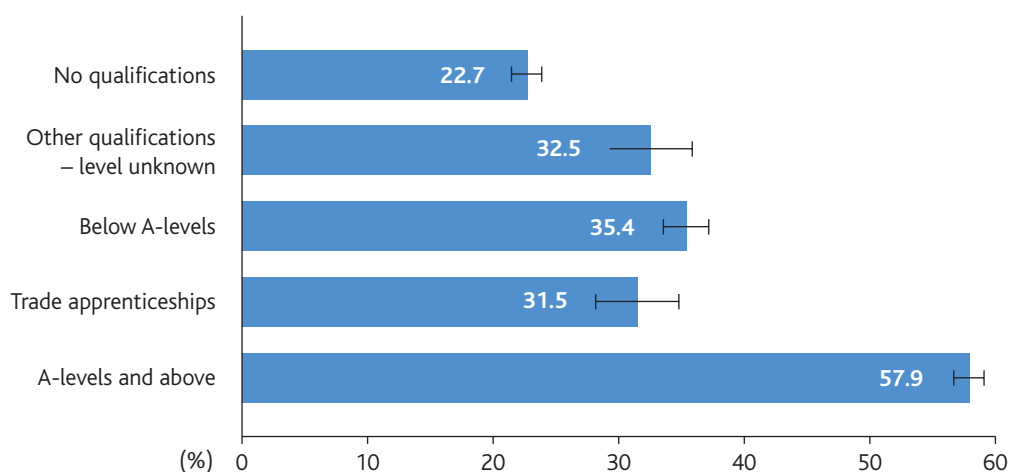
HOUSEHOLD STRUCTURE (Figure 4.2.9):

- Adults living in households where there is more than one adult (2+ adults and 0 children; adults and children) had significantly higher rates of attendance than those living in households with a single adult (1 adult and 0 children; lone parent).

**Figure 4.2.9: Attendance by household structure**

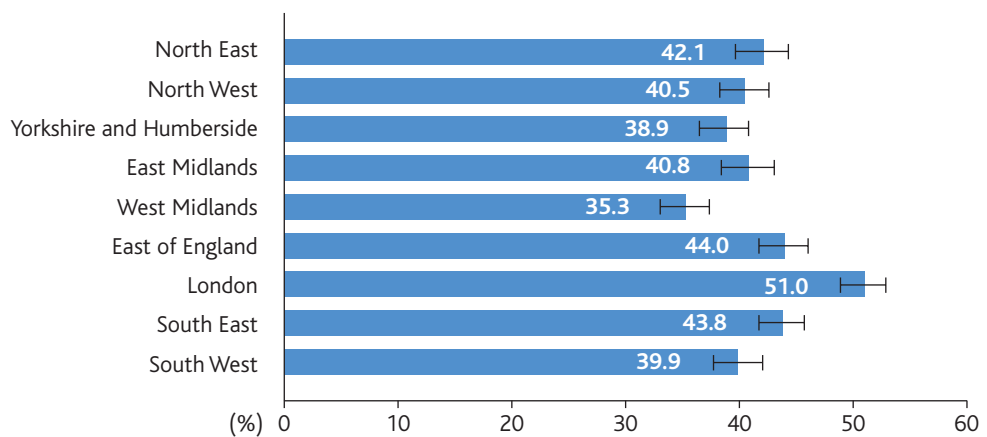
QUALIFICATIONS (Figure 4.2.10):

- Adults with no formal qualifications had significantly lower rates of attendance than those with some form of qualification.
- Adults with A-levels or above had significantly higher rates of attendance than all other groups.
- Adults with trade apprenticeships had significantly lower rates of attendance than those with below A-level qualifications.

**Figure 4.2.10: Attendance by qualifications**

## GOVERNMENT OFFICE REGION (Figure 4.2.11):

- Adults living in London had significantly higher rates of attendance than those living in all other English regions.
- Adults living in the West Midlands had significantly lower rates of attendance than those living in all other English regions.
- Adults living in the East of England had significantly higher rates of attendance than those living in all other English regions, except for London, the North East and the South East.
- Adults living in the South East had significantly higher rates of attendance than those living in the North West, the South West, Yorkshire and Humberside and the East Midlands.
- Adults living in the North East had significantly higher rates of attendance than those living in Yorkshire and Humberside.

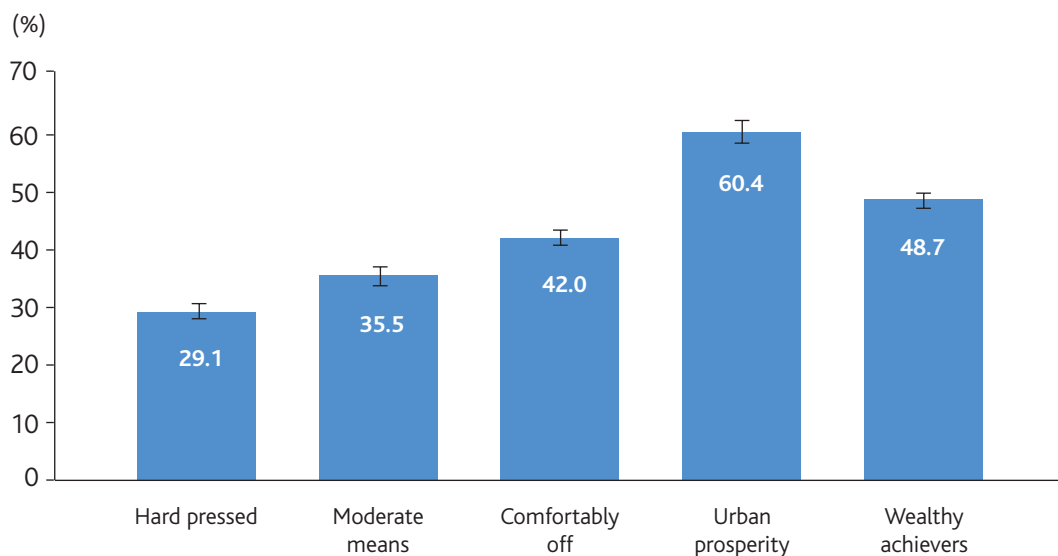
**Figure 4.2.11: Attendance by Government Office region**

## AREA TYPE:

- There was no significant difference in the rates of attendance between adults living in urban and rural areas (42% and 44% respectively).

## ACORN CATEGORY (Figure 4.2.12):

- Adults living in 'urban prosperity' neighbourhoods had significantly higher rates of attendance than those living in all other neighbourhood types.
- Adults living in 'hard pressed' neighbourhoods had significantly lower rates of attendance than those living in all other neighbourhood types.
- Adults living in 'wealthy achievers' neighbourhoods had significantly higher rates of attendance than those living in all other neighbourhood types, except for those living in 'urban prosperity'.
- Adults living in 'comfortably off' neighbourhoods had significantly higher rates of attendance than those living in 'moderate means'.

**Figure 4.2.12: Attendance by ACORN category**

### 4.3 Levers and Barriers

This section looks at the main reasons given for non-attendance and attendance at museums/galleries during the past twelve months, and presents the factors that would encourage more frequent attendance in the future.

#### Reasons for non-attendance

Of those who had not attended a museum/gallery during the past twelve months, 'not really interested' was the main reason for non-attendance followed by 'difficulty in finding the time' (33% and 27% respectively) (Table 4.3.1).

**Table 4.3.1: Main reason for non-attendance**

|                                 | Percentage | Range (%) |
|---------------------------------|------------|-----------|
| Not really interested           | 32.6       | 31.7-33.5 |
| It's difficult to find the time | 27.4       | 26.6-28.3 |
| Health isn't good enough        | 8.0        | 7.4-8.5   |

In addition to the reasons presented above, 7 per cent of non-attendees stated that the main barrier to visiting a museum/gallery was simply that it 'never occurred' to them, whilst 6 per cent suggested that it was because they had 'no need to go'.

#### Reasons for attendance

Of those who attended a museum/gallery at least once during the past twelve months, 'to see a specific exhibition/display' was the main reason for attendance followed by a 'general interest in the subject of the museum/collection' (32% and 29% respectively) (Table 4.3.2).

**Table 4.3.2: Main reason for attendance**

|                                                          | Percentage | Range (%) |
|----------------------------------------------------------|------------|-----------|
| To see a specific exhibition/display                     | 31.6       | 30.5-32.7 |
| General interest in the subject of the museum/collection | 29.2       | 28.1-30.3 |
| Something to interest the children                       | 15.2       | 14.3-16.0 |

Other reasons for attendance included visits as 'part of a group or tour' (5%) and 'meeting with friends or family members' (4%). 'Sightseeing, being on holiday or having a day out' was also mentioned as well as 'pleasure, relaxation and enjoyment' (4% and 1% respectively).

### Factors that would encourage more frequent attendance

Having 'more free time' was the main factor that would encourage more frequent attendance by those who already attend once or twice a year and said that they would like to go more often, followed by 'exhibitions or displays of a subject of interest' (44% and 15% respectively) (Table 4.3.3).

**Table 4.3.3: Main factor that would encourage those who already attend 1-2 times a year to go more often**

|                                                         | Percentage | Range (%) |
|---------------------------------------------------------|------------|-----------|
| If I had more free time                                 | 44.3       | 42.4-46.1 |
| Exhibitions or displays of a subject I am interested in | 14.8       | 13.5-16.1 |
| More information about events and exhibitions           | 7.8        | 6.8-8.8   |

Other factors that would encourage more frequent attendance included 'better public transport links/access to transport' and 'cheaper admission prices' (5% and 7% respectively).

## 4.4 Socialisation

This section explores the relationship between recent attendance at museums/galleries and attendance as a child.

Just less than three-fifths (56%) of all adults were taken to a museum/gallery as a child. Of which, two-fifths (41%) attended once or twice a year (Table 4.4.1).

**Table 4.4.1: Frequency of attendance as a child**

|                             | Percentage | Range (%) |
|-----------------------------|------------|-----------|
| Less often than once a year | 27.3       | 26.1-28.5 |
| 1-2 times a year            | 41.2       | 39.9-42.6 |
| 3-4 times a year            | 21.8       | 20.6-22.9 |
| At least once a month       | 8.9        | 8.1-9.7   |
| Don't know                  | 0.8        | 0.6-1.1   |

Combining the data for recent attendance and attendance as a child shows that those who were taken to museums/galleries as a child had significantly higher recent attendance rates than those who were not taken as a child (53% and 29% respectively).

## 4.5 Other engagement

This section examines volunteering within the museums/galleries sector and contact with museums/galleries through the internet.

During the past twelve months 3 per cent of all adults volunteered in the cultural sector, of which 11 per cent volunteered in the museums/galleries sector; equivalent to less than 1 per cent of all adults.

Fewer than one-fifth (16%) of all adults visited a museum/gallery website during the past twelve months. The most frequently cited reason for the visit was to find out about or order tickets for art exhibitions (48%) (Table 4.5.1).

**Table 4.5.1: Reasons for visiting a museum/gallery website**

|                                                     | Percentage | Range (%) |
|-----------------------------------------------------|------------|-----------|
| Find out about or order tickets for art exhibitions | 47.9       | 46.0-49.8 |
| Look at items from the collection                   | 33.7       | 31.9-35.5 |
| Some other reason                                   | 31.6       | 29.8-33.4 |
| None of these                                       | 0.7        | 0.4-1.0   |

In total, 44 per cent of all adults had either visited a museum/gallery in person or accessed a museum/gallery website. Of which, just over three-fifths (64%) visited in person only, just under one-third (31%) visited in person and accessed online services, with the remaining small proportion (5%) only using web-based sites (Figure 4.5.2).

**Figure 4.5.2: Physical and internet visits**

