



Arts & Humanities
Research Council



1807 Commemorated
The abolition of the slave trade

Atlantic Worlds: National Maritime Museum

<u>Contents</u>	
Introduction	Page 1
Visitor Demographics	Page 2-6
Gender	Page 2
Age distribution	Page 3
Occupation	Page 4
Education	Page 5
Ethnicity	Page 6
Visitor Profiles	Page 7
Party profile	Page 7
Origin	Page 8-9
Museum Visiting	Page 10-13
First Time or Repeat Visitors	Page 10-11
Visiting trends	Page 12-13
Summary	Page 14
References	Page 14

Introduction

As part of the work of **1807 Commemorated**, the large-scale audience surveys carried out at partner museums included specific questions regarding the demographics of museum visitors. This information reveals the types of visitors to the museum and their motivations for visiting. This forms a highly useful resource for questions of social inclusion and the outreach of museums, both within specific regions and within the country as a whole.

Visitor demographics

Gender

During the period from the 30th of November to the 3rd of December 2007, 126 male and 79 female visitors were interviewed at the Atlantic Worlds exhibition hosted by the National Maritime Museum (fig. 1).

Gender: The Atlantic Worlds, National Maritime Museum

	Frequency	Percent
Male	126	61.5
Female	79	38.5
Total	205	100.0

Gender: Atlantic Worlds, National Maritime Museum

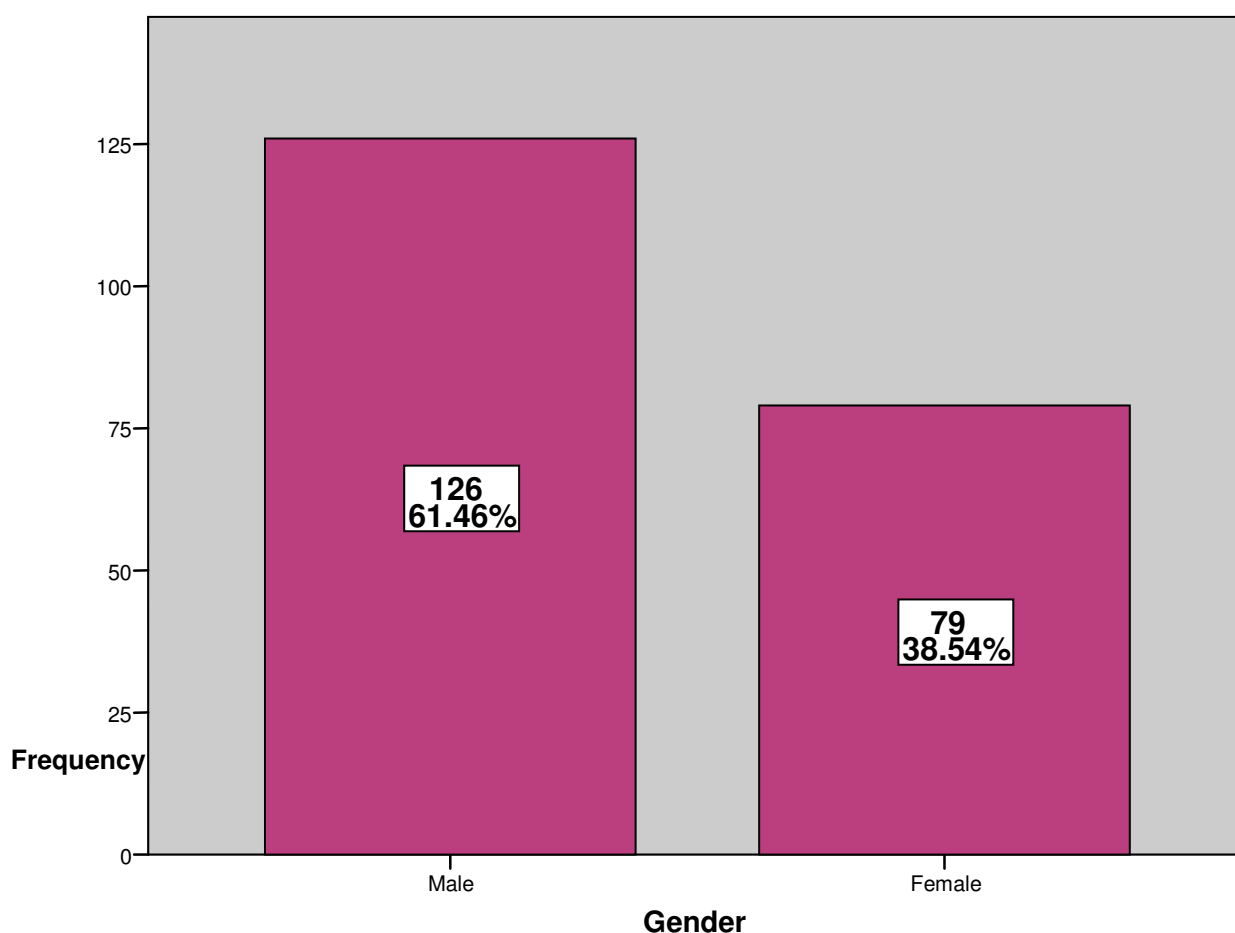


fig. 1: Gender: Atlantic Worlds, National Maritime Museum

Age Distribution

The majority of the respondents to the survey belonged to the 25-34 and 45-54 age group (fig. 2).

Age groups: Atlantic Worlds, National Maritime Museum

Age Group	Frequency	Percent
<16	1	.5
16-24	24	11.7
25-34	50	24.4
35-44	27	13.2
45-54	43	21.0
55-64	32	15.6
Over 65	24	11.7
Total	201	98.0
Missing	4	2.0
Final Total	205	100.0

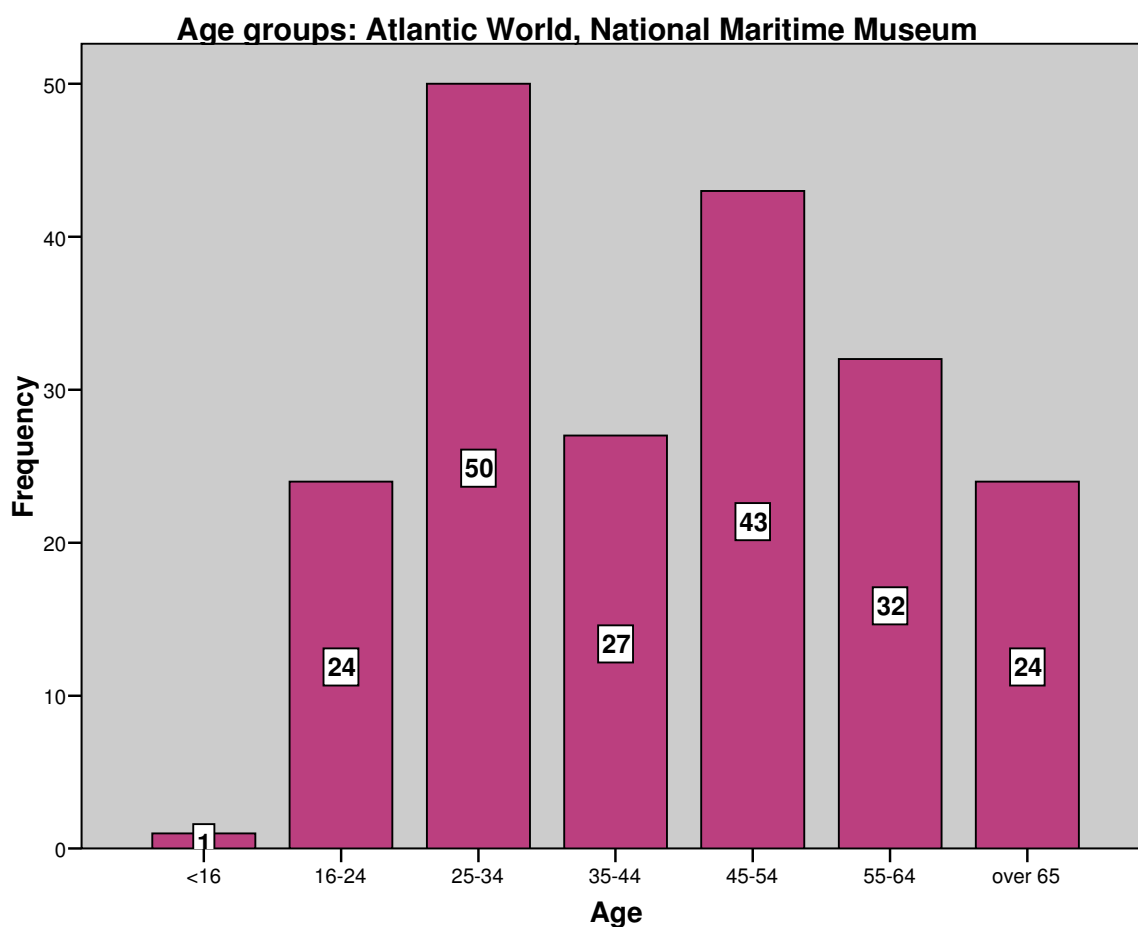


fig. 2: Age distribution: Atlantic Worlds, National Maritime Museum

Occupations

Almost 7 out of 10 visitors had higher and lower managerial and professional occupations (68.8%) (fig. 3).

Occupation: Atlantic Worlds, National Maritime Museum

Occupation	Frequency	Percent
Higher managerial and professional occupations	86	42.0
Lower managerial and professional occupations	55	26.8
Intermediate occupations	26	12.7
Small employers and own account workers	5	2.4
Lower supervisory and technical occupations	1	.5
Semi-routine occupations	9	4.4
Routine occupations	6	2.9
Never worked and long-term unemployed	7	3.4
Retired	2	1.0
Total	197	96.1
Missing	8	3.9
Final Total	205	100.0

Occupation of the main income earner in household: Atlantic Worlds, National Maritime Museum

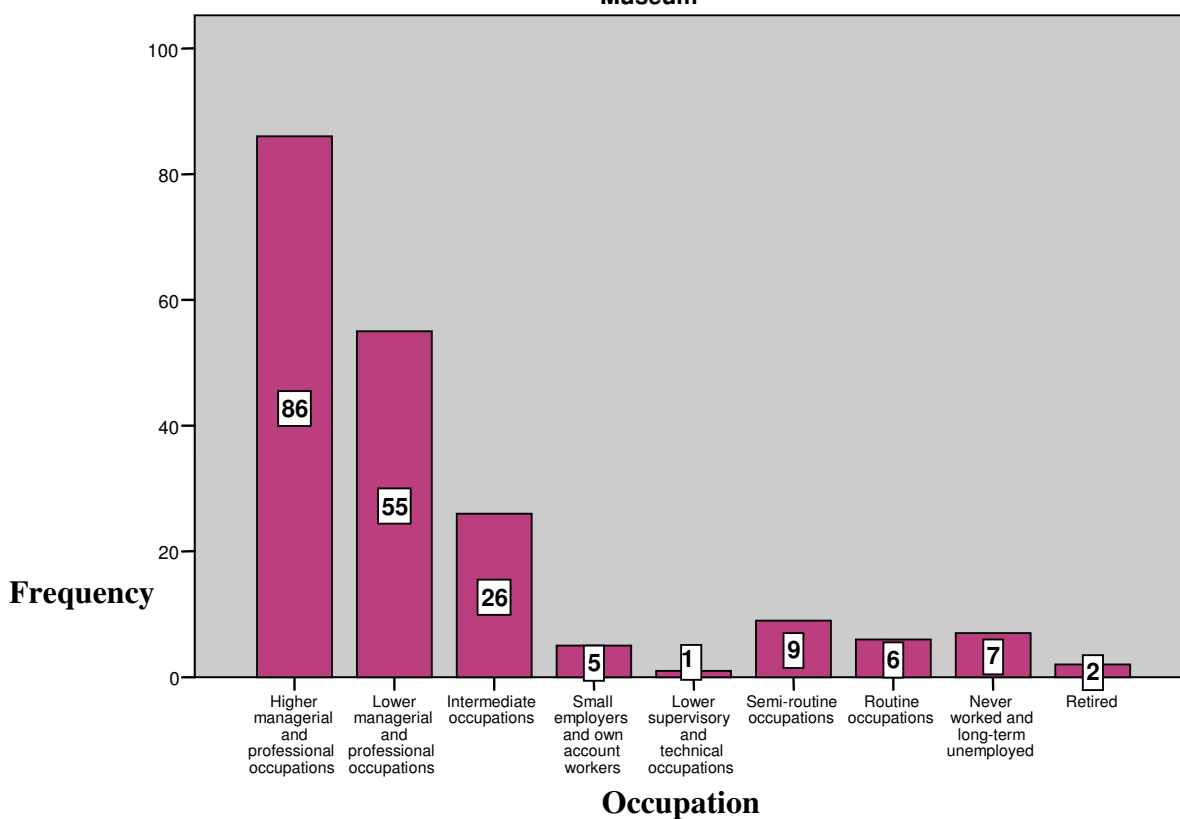


fig. 3: Occupation of the main income earner in the household: Atlantic Worlds, National

Education

The proportion of visitors educated to degree level (55.4%) is higher than the national average (46%)¹. 3 out of 10 visitors have no formal qualifications (fig. 4).

Highest educational qualification: Atlantic Worlds, National Maritime Museum

Education	Frequency	Percent
GCSE/O levels	16	7.8
A Levels	26	12.7
Undergraduate University Degree	75	36.6
Postgraduate University Degree	59	28.8
Trade/Technical Qualification	13	6.3
HNC/HND	6	2.9
No formal qualifications	6	2.9
Total	201	98.0
Missing	4	2.0
Full Total	205	100.0

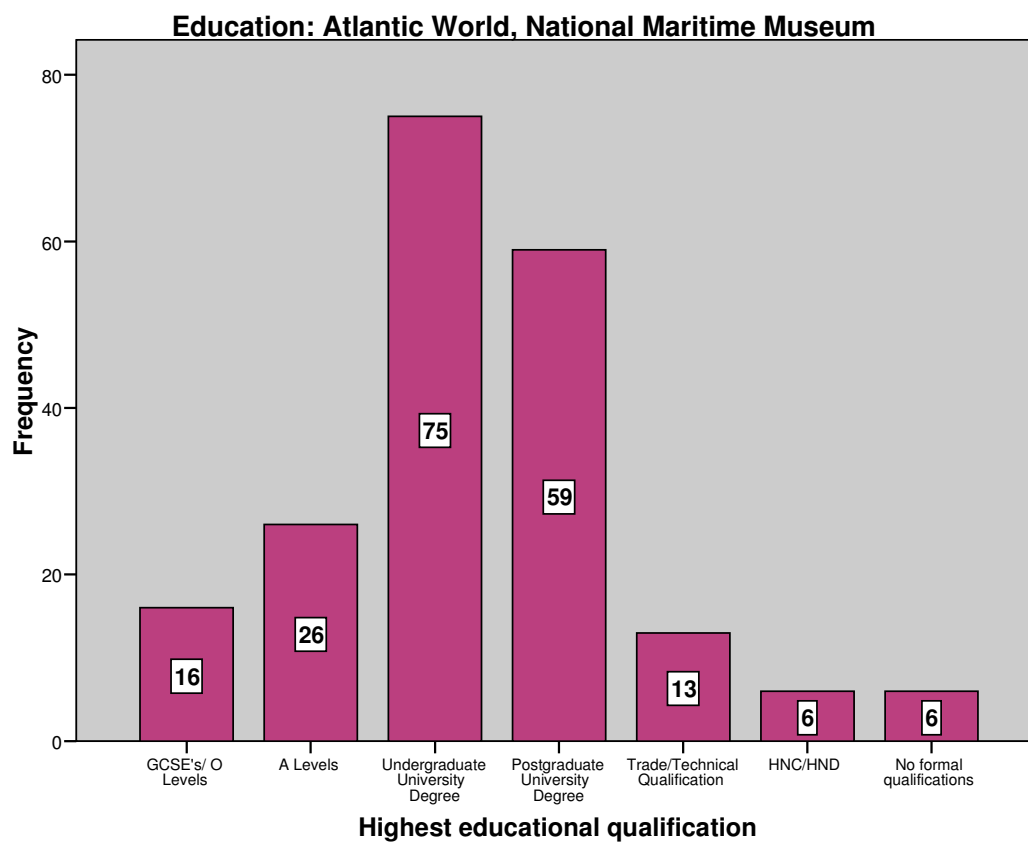


fig. 4: Education: Atlantic Worlds, National Maritime Museum

¹ Museums, Libraries and Archives, 2007.

Ethnicity

The majority of the visitors in the *Atlantic Worlds* exhibition (84.9%) were White British (including English, Scottish and Welsh), White Irish or White European, whilst 10.7% of the respondents defined themselves as Black or belonging to an ethnic minority (BME) (fig. 5). This proportion is above the national average (5%)².

Ethnic Background: Atlantic Worlds, National Maritime Museum

Response	Frequency	Percent
White British, Irish, European	174	84.9
BME	22	10.7
Other international	8	3.9
Total	204	99.5
Missing	1	.5
Final Total	206	100.0

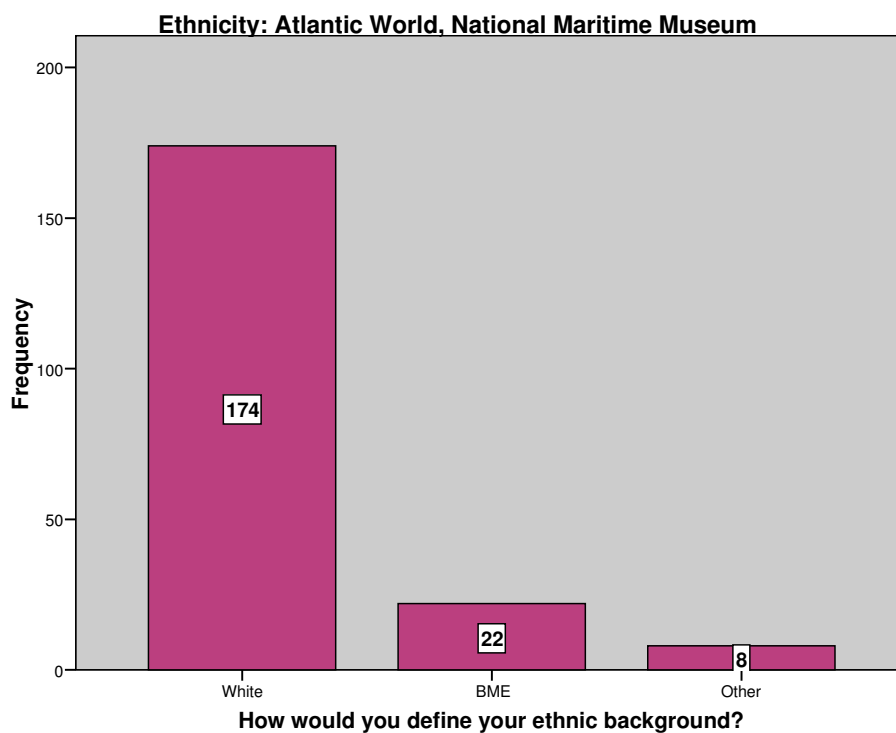


fig. 5: *Ethnic background: Atlantic Worlds, National Maritime Museum*

² Museums, Libraries and Archives, 2007.

Visitor profiles

Party profile

The majority of the interviewees in National Maritime Museum (39 %) visited the museum with other adults. A significant proportion of visitors (27.8%) visited the museum with their family while only 2 out of 10 visitors visited in organised groups (fig. 6).

Group type: Atlantic Worlds, National Maritime Museum

Group Type	Frequency	Percent
On my own	47	22.9
Group of adults	80	39.0
Adult family group	57	27.8
Family with children	17	8.3
Organised group	4	2.0
Total	205	100.0

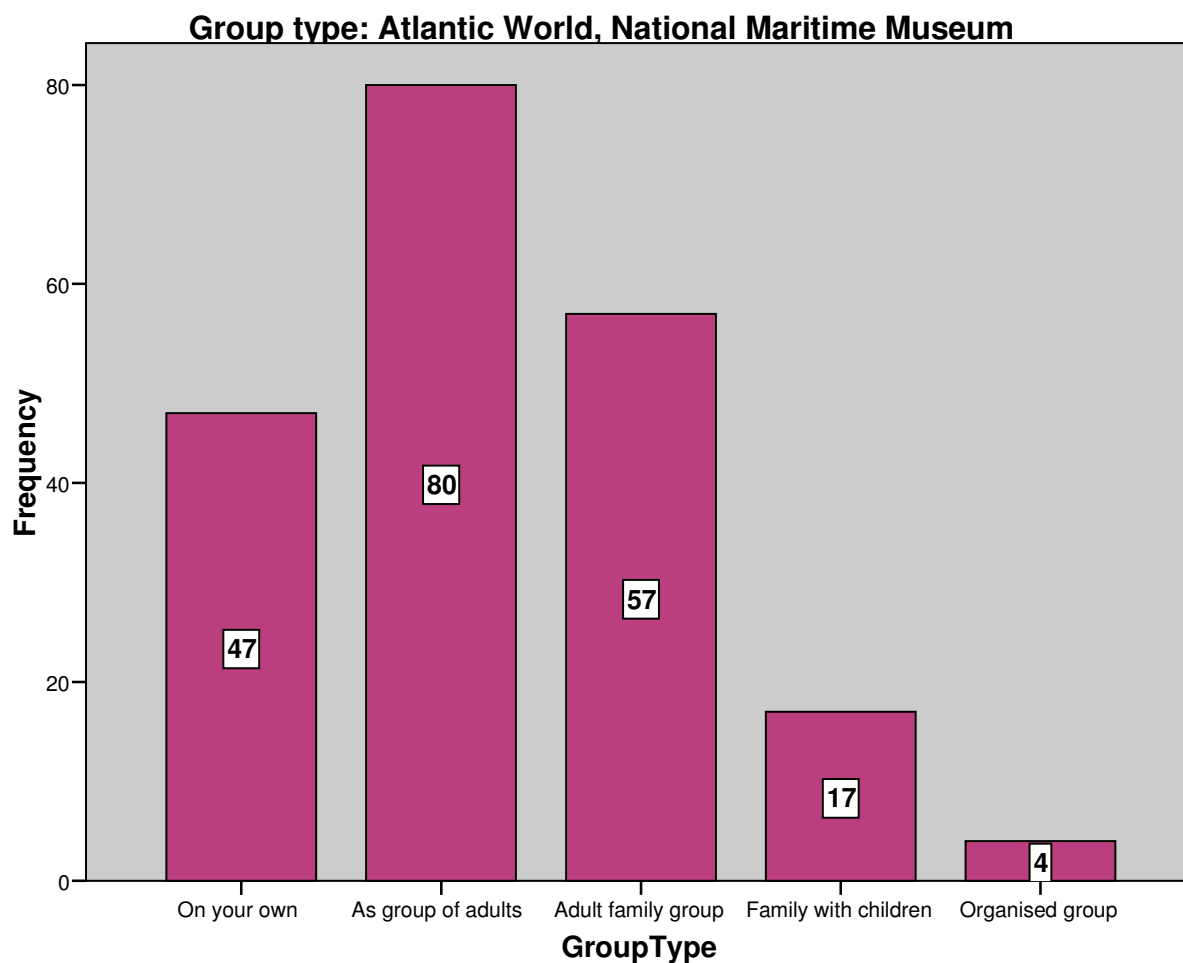


fig. 6: Group type: Atlantic Worlds, National Maritime Museum

Origin

The majority of the visitors (57.1%) to the National Maritime Museum travelled from the UK (including London and England) while 4 out of ten visitors travelled from overseas.

Origin: Atlantic Worlds, National Maritime Museum

Origin	Frequency	Percent
Local area	41	20.0
England	69	33.7
UK	7	3.4
Overseas	83	40.5
Total	200	97.6
Missing data	5	2.4
Total	205	100

Origin: Atlantic Worlds, National Maritime Museum

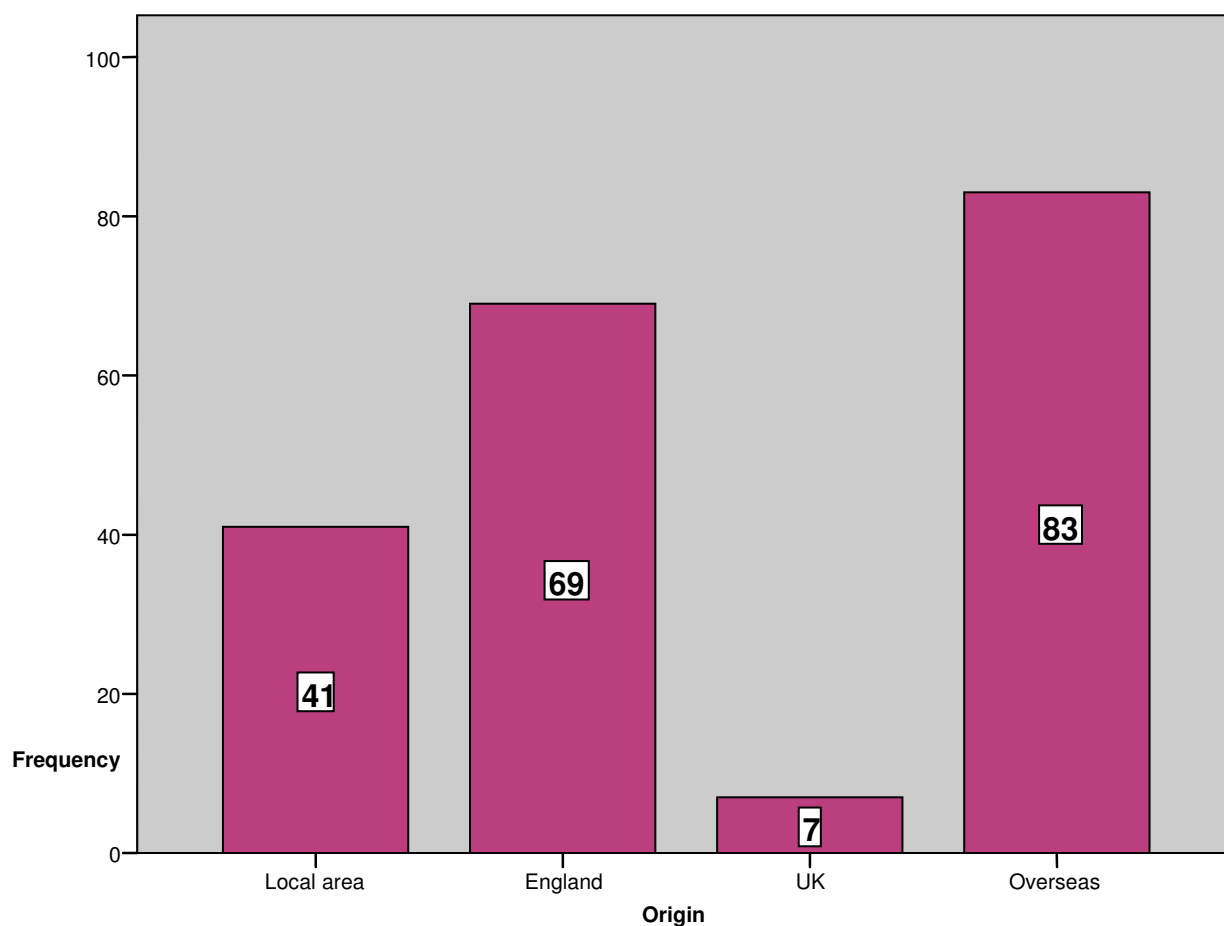


fig. 7: Origin: Atlantic Worlds, National Maritime Museum

About half of respondents travelled to the National Maritime Museum from a home address (53.2%) and slightly less than a half of the visitors travelled from a holiday address (43.4%) (fig. 8).

Did you travel from home or from a holiday address?
Atlantic Worlds, National Maritime Museum

Response	Frequency	Percent
From Home	109	53.2
From a holiday address	89	43.4
Came for work	6	2.9
Total	204	99.5
Missing	1	0.5
Final total	205	100.0

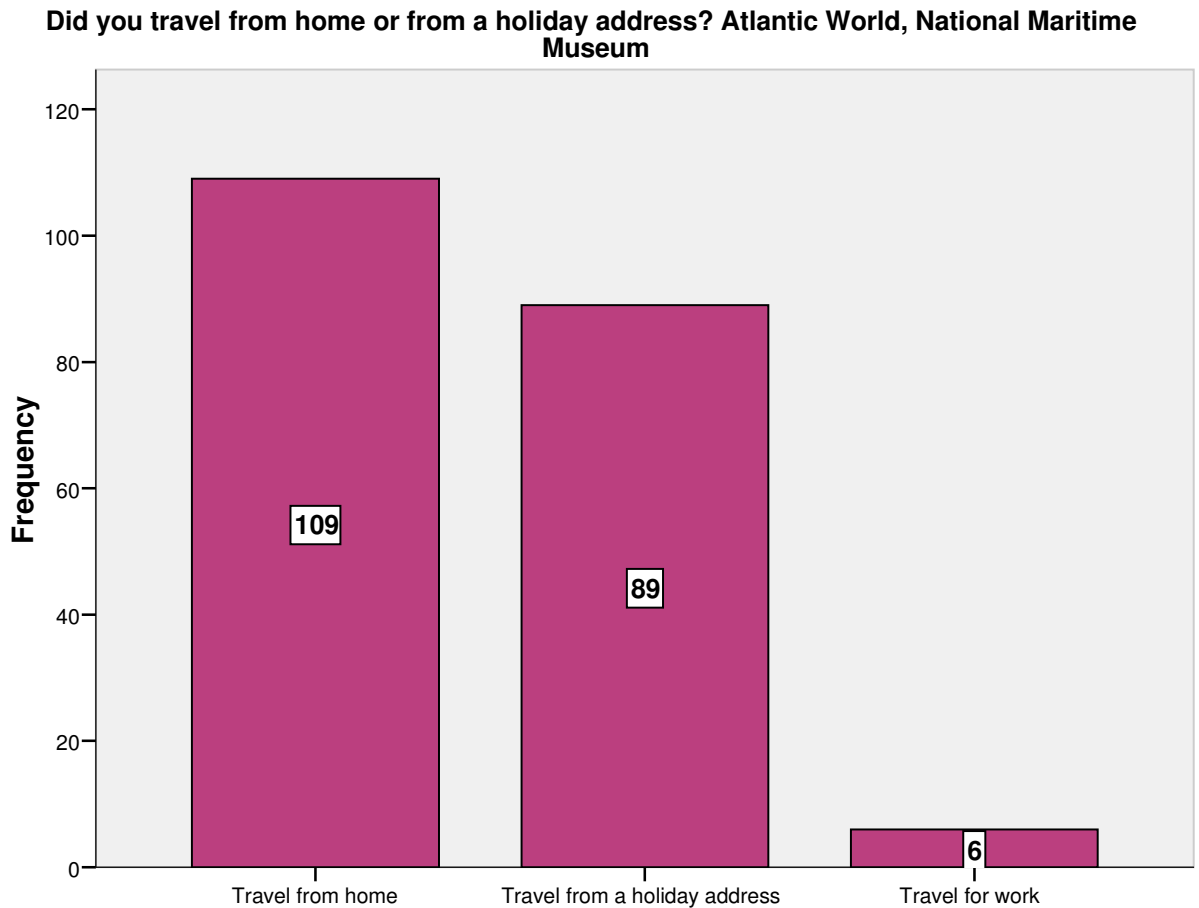


fig. 8: Locality: Atlantic Worlds, National Maritime Museum

Museum visiting

First Time or Repeat Visitors

8 out of 10 visitors came to see the museum in general rather than the *Atlantic Worlds* exhibition (fig.9).

Did you come specifically to see the Atlantic Worlds exhibition at the National Maritime Museum?

Response	Frequency	Percent
Yes	36	17.6
No	165	80.5
Partly	4	2.0
Total	205	100.0

Have you come today specifically to see the 1807 exhibition? Atlantic Worlds, National Maritime Museum

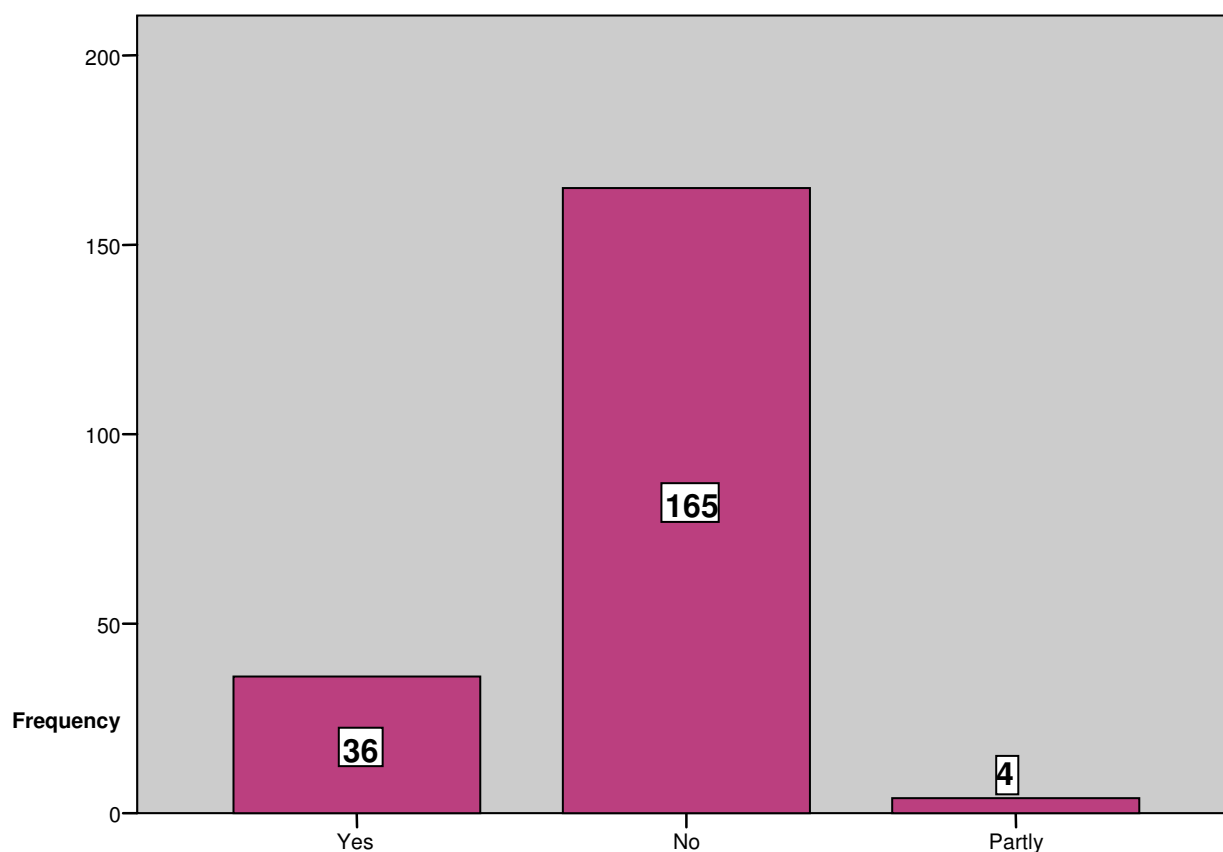


fig. 9: Exhibition visit: Atlantic Worlds, National Maritime Museum

Only 2 out of 36 visitors who came specifically for the *Atlantic Worlds* exhibition had visited the exhibition before (table 1). 165 out of 205 did not come specifically for the Atlantic Worlds exhibition.

Table 1: Exhibition visit-repeat visit: Atlantic Worlds, National Maritime Museum

		Q: Is this your first visit to the exhibition?		Total
		Yes, this is my first visit	No, I have visited the exhibition before	
Q: Did you come specifically for the <i>Atlantic Worlds</i> exhibition?	Yes	34	2	36
	No	164	1	165
	Partly	4	0	4
	Total	198	7	205

Visiting Trends

About two out of ten of the respondents stated that they did usually visit museums (22.4%) (Table 2); their reasons for visiting the National Maritime Museum and the exhibition do not differentiate from the reasons stated by the typical museum visitor. These are, ‘education’ and ‘recreation’ (Table 3, fig.10).

Table 2: Museum and Non-museum visitors: Atlantic Worlds, National Maritime Museum

Response	Frequency	Percent
Visiting museums regularly	159	77.6
Not visiting museums	46	22.4
Total	205	100.0

Table 3: Museum and non-museum visitors: reasons for visiting exhibition

Reasons for visiting the exhibition	Museum visitor	Non-museum visitor	Total
Recreation/leisure	65	20	85
Education generally	59	13	72
Taking the children	4	1	5
To find out about Britain's role in slavery	7	3	10
Think about the lives of enslaved Africans, what they endured and achieved	1	0	1
Personal link	13	5	18
Special interest	2	2	4
Other	4	2	6
As a tax payer I want to know how my hard earned money is being spent. Not well by the looks of exhibition	1	0	1
Never been before	2	0	2
Total	158	46	204

The main reasons for visiting the museum stated by were *education in generally* (35.1%) and *recreation* (41.5%) (fig. 10).

Responses	Category	Frequency	Percent
Recreation/leisure	A	85	41.5
Education generally	B	72	35.1
Taking children	C	5	2.4
To find out about Britain's role in slavery	D	10	4.9
Think about the lives of enslaved Africans, what they endured and achieved	G	1	0.5
Personal Link	H	18	8.8
Special Interest	I	4	2.0
Other	J	9	4.4
Total	-	204	99.5
Missing	-	1	.5
Full Total	-	205	100.0

**What are your overall reasons for visiting the exhibition?
Atlantic Worlds, National Maritime Museum**

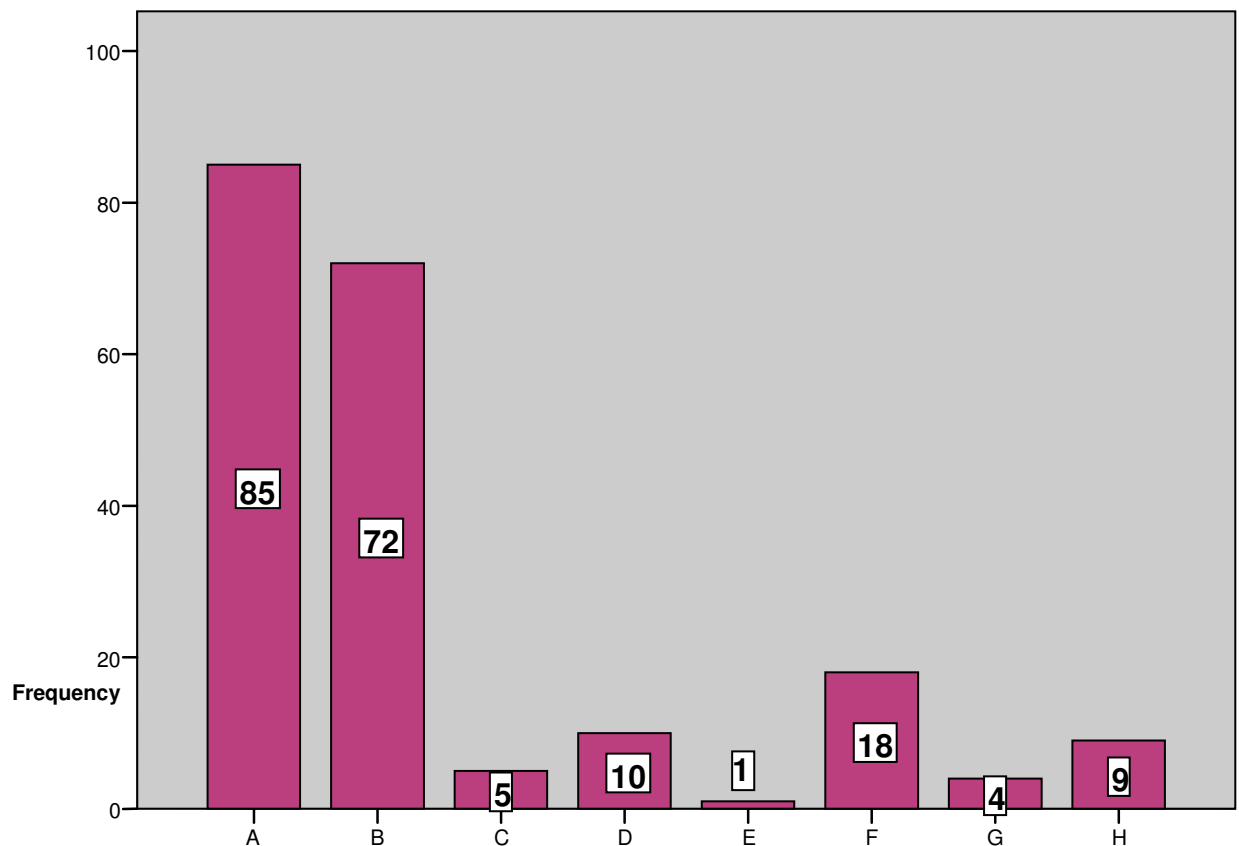


fig. 10: Reasons for visiting the Atlantic Worlds exhibition, National Maritime Museum

The majority of the non-museum visitors (33 out of 46) are White European, hold higher or lower managerial positions (26 out of 46) and hold a university degree (26 out of 46) (tables 4, 5, 6).

Table 4: Museum/Non-museum visitors and ethnicity: Atlantic Worlds, National Maritime Museum

	Ethnic Background			Total
	White European	BME	Other international	
Museum visitors	141	12	5	158
Non-museum visitors	33	10	3	46
Total	174	22	8	204

Table 5: Occupation of Museum and Non-museum visitors: Atlantic Worlds, National Maritime Museum

Occupation	Type of museum visitor		Total
	Museum visitors	Non-museum visitors	
Higher managerial and professional occupations	68	18	86
Lower managerial and professional occupations	47	8	55
Intermediate occupations	21	5	26
Small employers and own account workers	4	1	5
Lower supervisory and technical occupations	1	0	1
Semi-routine occupations	4	5	9
Routine occupations	3	3	6
Never worked and long-term unemployed	3	4	7
Retired	1	1	2
Total	152	45	197

Table 6: Museum/Non-museum visitors and education: Atlantic Worlds, National Maritime Museum

Education	Museum visitors	Non-museum visitors	Total
GCSE's/ O Levels	12	4	16
A Levels	18	8	26
Undergraduate University Degree	60	15	75
Postgraduate University Degree	48	11	59
Trade/Technical Qualification	11	2	13
HNC/HND	3	3	6
No formal qualifications	3	3	6
Total	155	46	201

Summary

The majority of the visitors did not come specifically for the Atlantic Worlds exhibition. Most of the interviewees are White (84.9%) with a university degree (55.4%) and hold higher/lower managerial positions (68.8%). The fact that the proportion of the respondents who defined themselves as Black or belonging to an ethnic minority (BME) (10.7%) is above the national average (5%) and can be partly explained by the large BME populations in London. Also, 2 out of 10 visitors who visited the museum were not typical museum visitors.

References

Museums, Libraries and Archives, 2007. *Renaissance Hub Exit Survey 2006: Research Study Conducted for Museums, Libraries and Archives Council*. Unpublished document. [previous Hub exit surveys can be accessed on http://www.mla.gov.uk/website/programmes/renaissance/hub_data/]