



Arts & Humanities
Research Council



1807 Commemorated
The abolition of the slave trade

Museum of Docklands
London, Sugar and Slavery Exhibition

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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 11th of November 2007 until the 25th of November 2007, 83 male and 96 female visitors were interviewed at the Museum of Docklands (fig. 1).

Gender: Museum of Docklands

	Frequency	Percent
Male	83	46.4
Female	96	53.6
Total	179	100.0

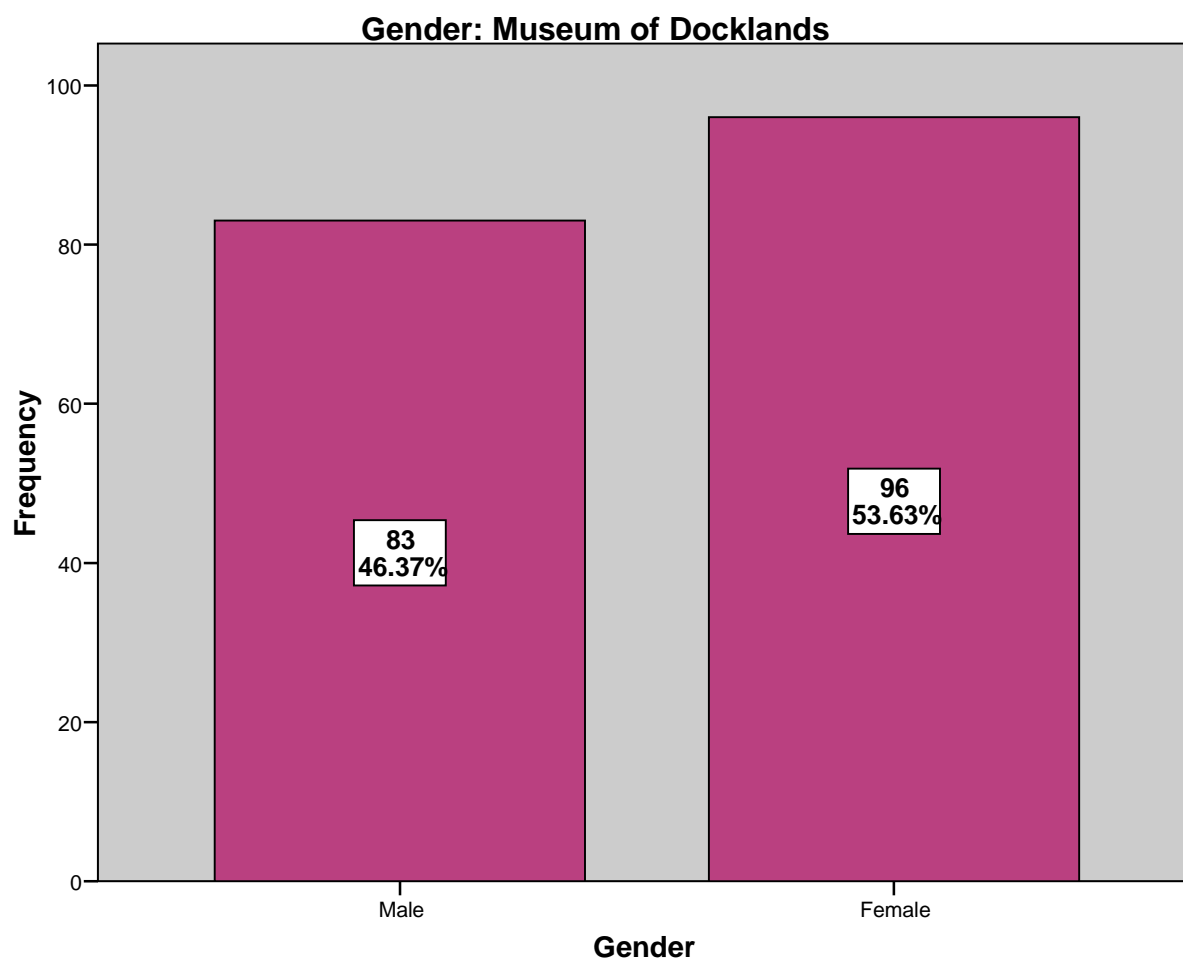


fig. 1: Gender: London, Sugar and Slavery Exhibition, Museum of Docklands

Age Distribution

The majority of the respondents to the survey belonged to the 35-44 (24.6%) and the 55-64 age groups (21.8%) (fig. 2).

Age groups: Museum of Docklands

Age Group	Frequency	Percent
16 or under	2	1.1
16-24	13	7.3
25-34	33	18.4
35-44	44	24.6
45-54	33	18.4
55-64	39	21.8
Over 65	15	8.4
Total	179	100.0

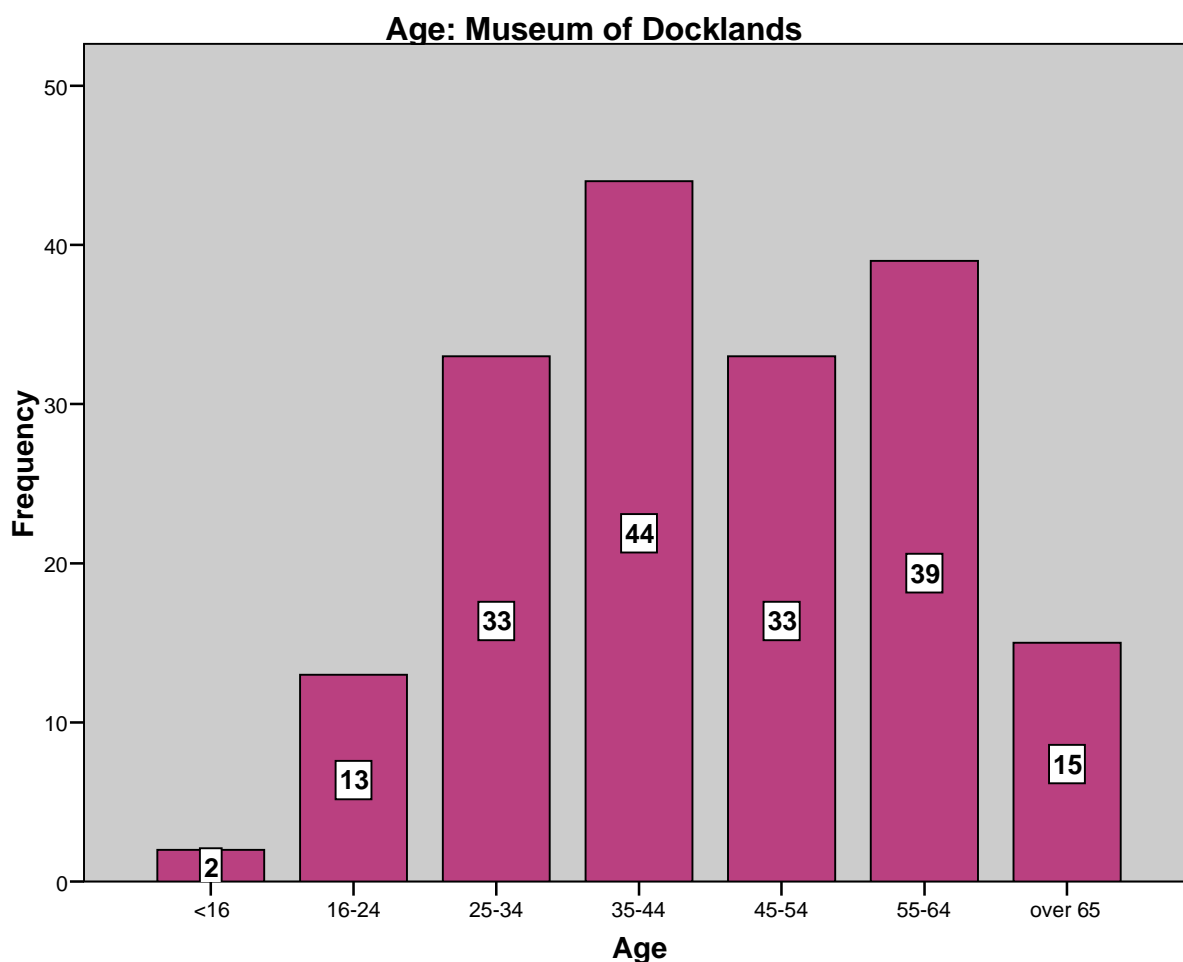


fig. 2: Age distribution: London, Sugar and Slavery Exhibition, Museum of Docklands

Occupations

More than half of the visitors (64.8%) held higher and lower managerial professional occupations (fig. 3).

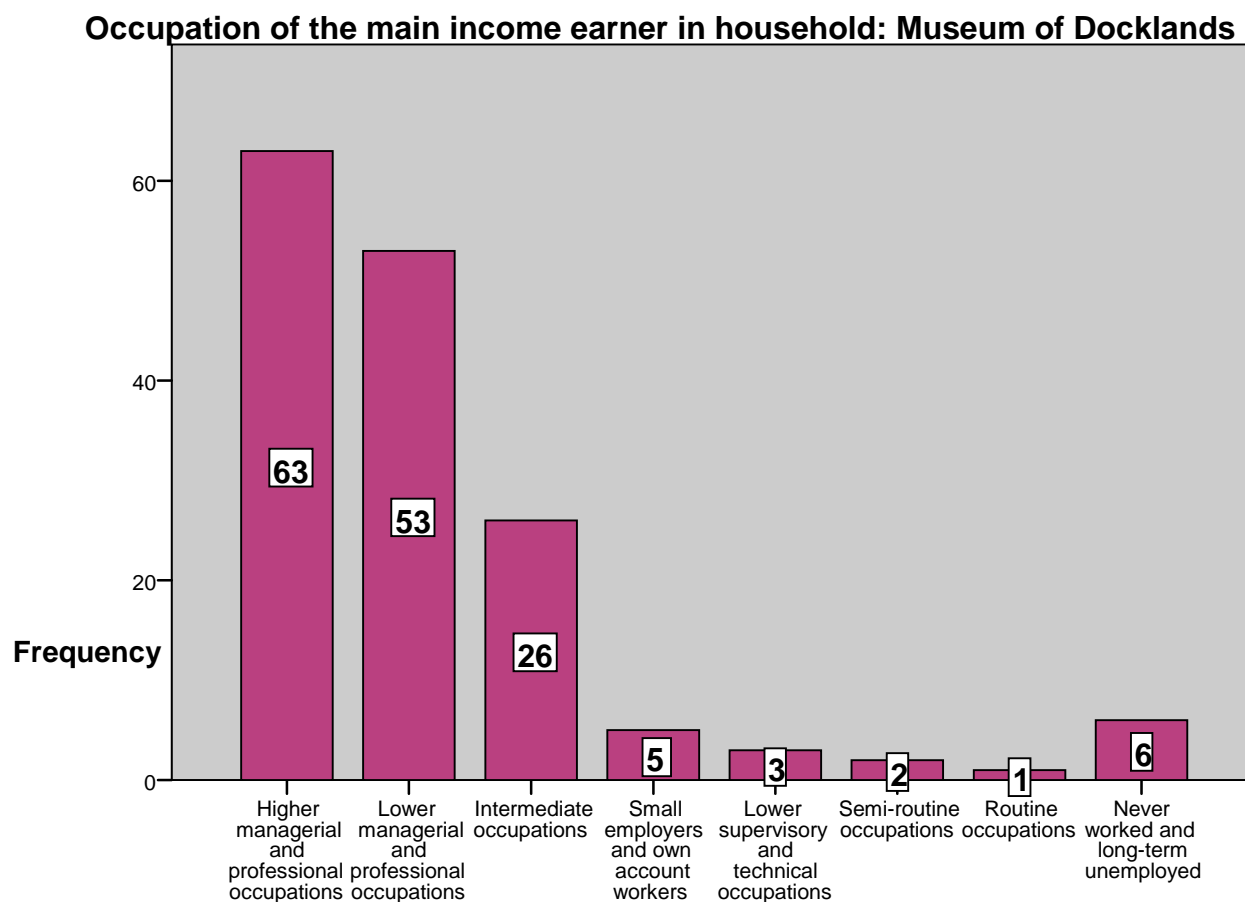


fig. 3: Occupation of the main income earner in the household: London, Sugar and Slavery Exhibition Museum of Docklands

Occupation	Frequency	Percent
Higher managerial and professional occupations	63	35.2
Lower managerial and professional occupations	53	29.6
Intermediate occupations	26	14.5
Small employers and own account workers	5	2.8
Lower supervisory and technical occupations	3	1.7
Semi-routine occupations	2	1.1
Routine occupations	1	.6
Never worked and long-term unemployed	6	3.4
Total	159	88.8
Missing	20	11.2
Full total	179	100.0

Education

The proportion of visitors educated to degree level (67.6%) is higher than the national average (46%)¹ while 3.4 % of the interviewees have no formal qualifications (fig. 4).

Highest educational qualification: Museum of Docklands

Education	Frequency	Percent
GCSE/O levels	24	13.4
A Levels	12	6.7
Undergraduate University Degree	53	29.6
Postgraduate University Degree	68	38.0
Trade/Technical Qualification	10	5.6
HNC/HND	3	1.7
No formal qualifications	6	3.4
Total	176	98.3
Missing	3	1.7
Full Total	179	100.0

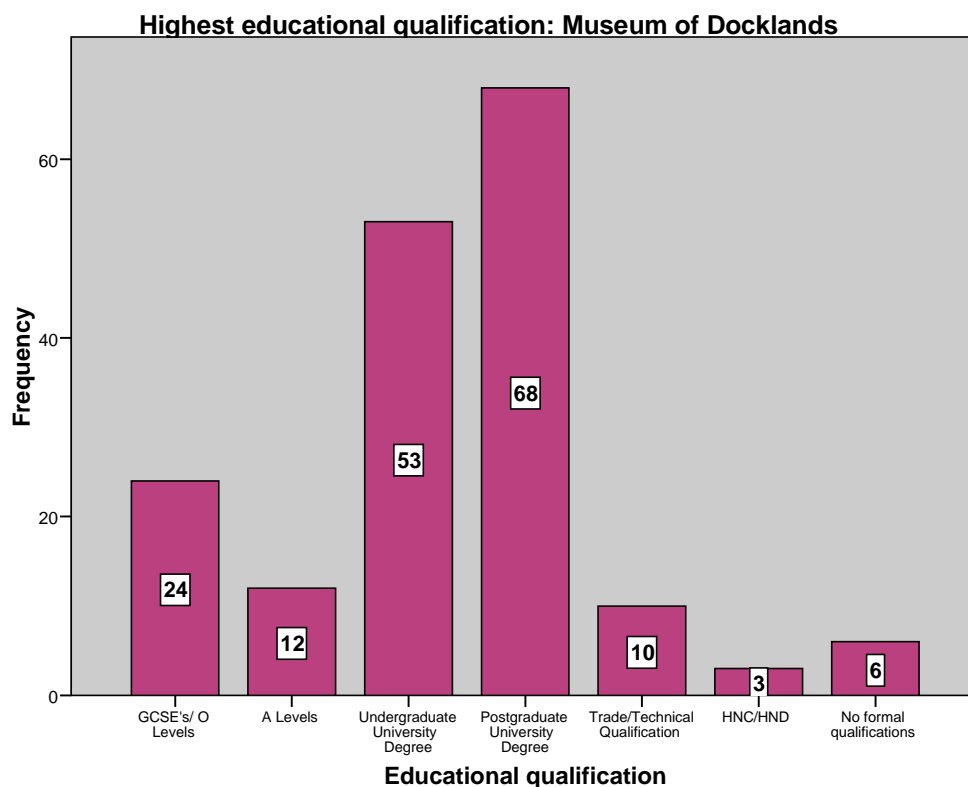


fig. 4: Education: London, Sugar and Slavery Exhibition, Museum of Docklands

¹ Museums, Libraries and Archives, 2007.

Ethnicity

The proportion of the visitors in the Museum of Docklands who defined themselves as White British (including English, Scottish and Welsh), White Irish or White European (49.7%) was not much higher than then proportion of visitors who defined themselves as Black or belonging to an ethnic minority (BME) (44.7%) (fig. 5). This proportion is much higher than the national average (5%)².

Ethnic Background: Museum of Docklands

Response	Frequency	Percent
White British, Irish, European	89	49.7
BME	80	44.7
Other international	8	4.5
Total	177	98.9
Missing	2	1.1
Final total	179	100.0

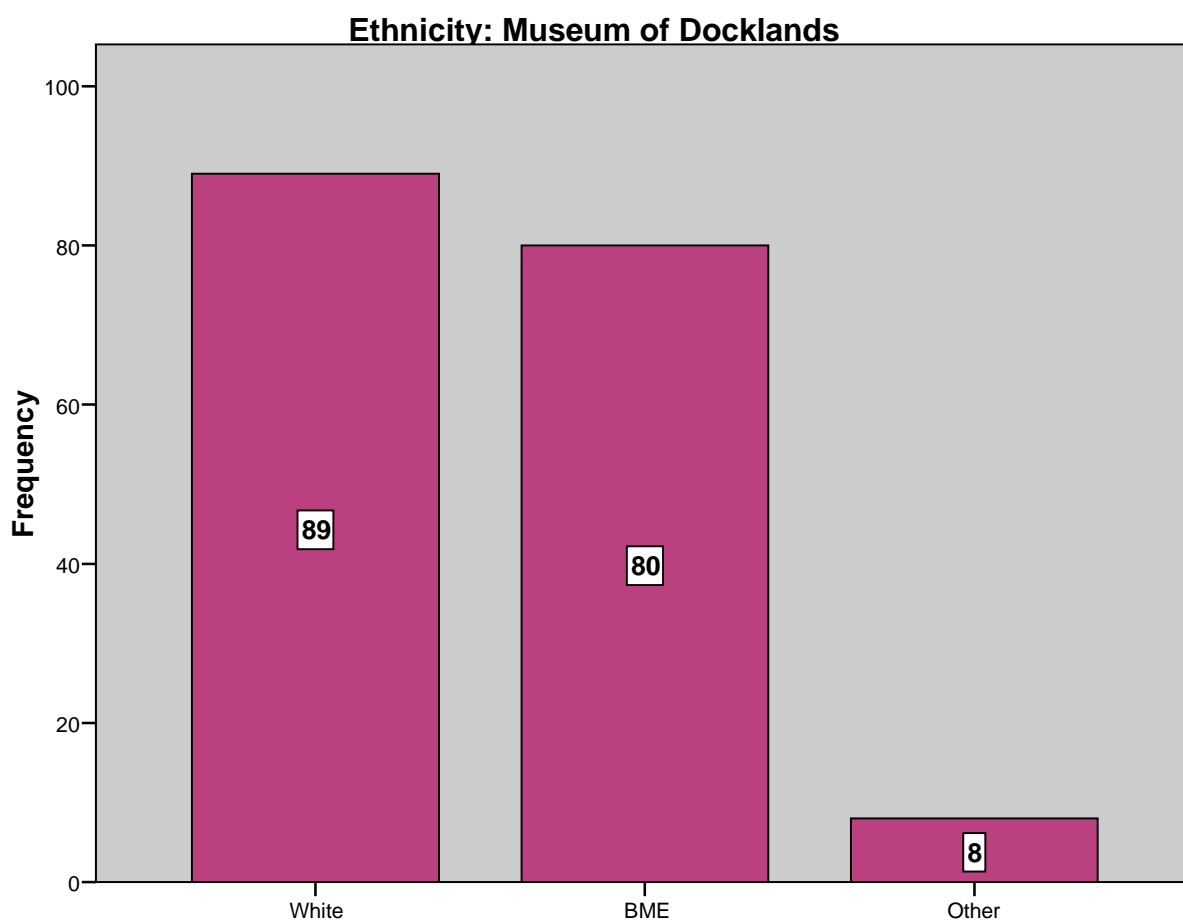


fig. 5: Ethnic background: London, Sugar and Slavery Exhibition, Museum of Docklands

² Museums, Libraries and Archives, 2007.

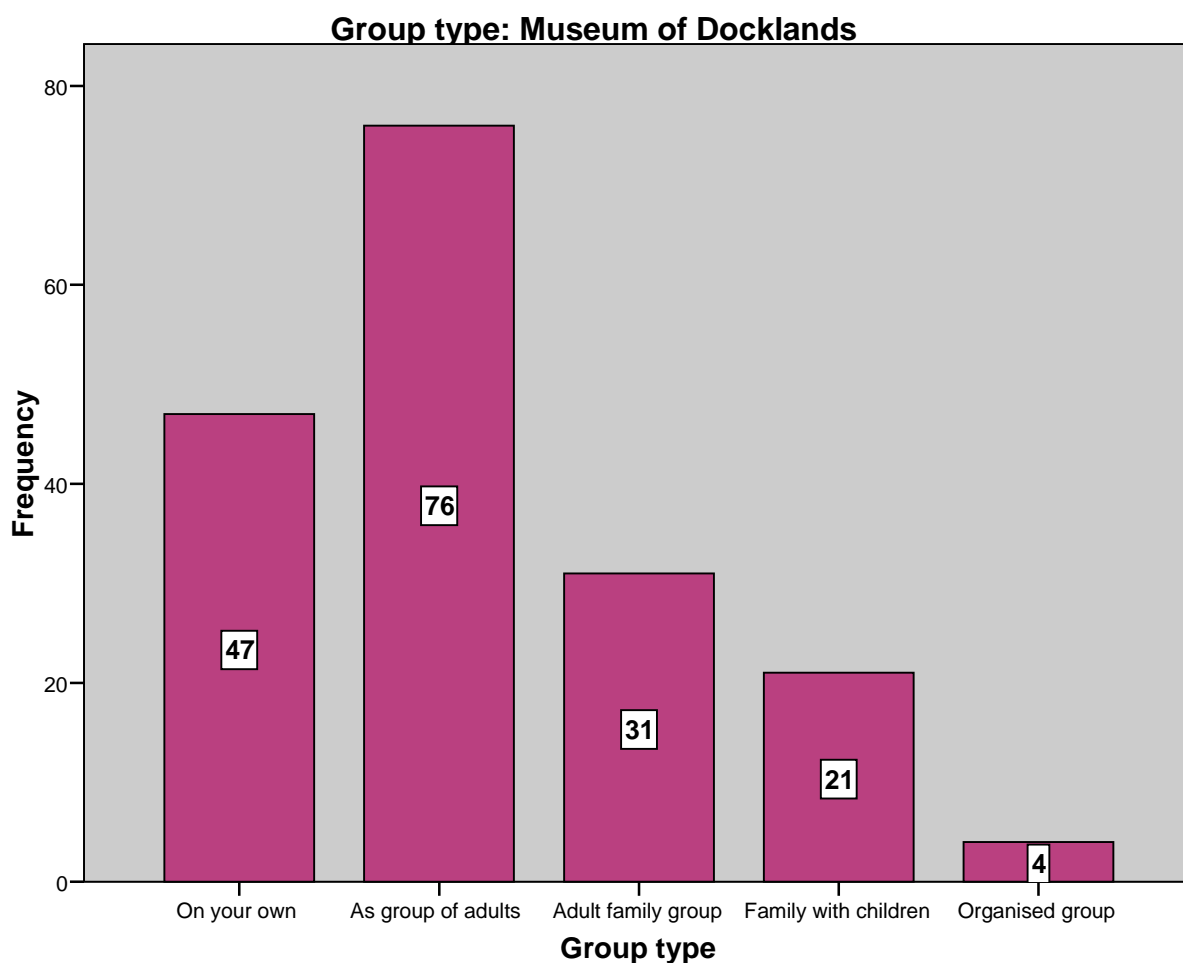
Visitor profiles

Party profile

The majority of the interviewees in Museum of Docklands (42.5 %) visited the museum with other adults while only 2.2% of the respondents visited the museum and the exhibition as an organised group (fig. 6).

Group type: Museum of Docklands

Group Type	Frequency	Percent
On my own	47	26.3
Group of adults	76	42.5
Adult family group	31	17.3
Family with children	21	11.7
Organised group	4	2.2
Total	179	100.0



*fig. 6: Group type: London, Sugar and Slavery Exhibition,
Museum of Docklands*

Origin

More than half of the visitors to the Museum of Docklands travelled from London area (58.7%). The proportion of visitors from Scotland and Wales (0.3%) and from overseas is very low (3.4%). (fig. 7).

Origin: Museum of Docklands

Origin	Frequency	Percent
London area	105	58.7
England	54	30.2
UK	1	.6
Overseas	6	3.4
Sub-Total	166	92.7
Missing	13	7.3
Total	179	100.0

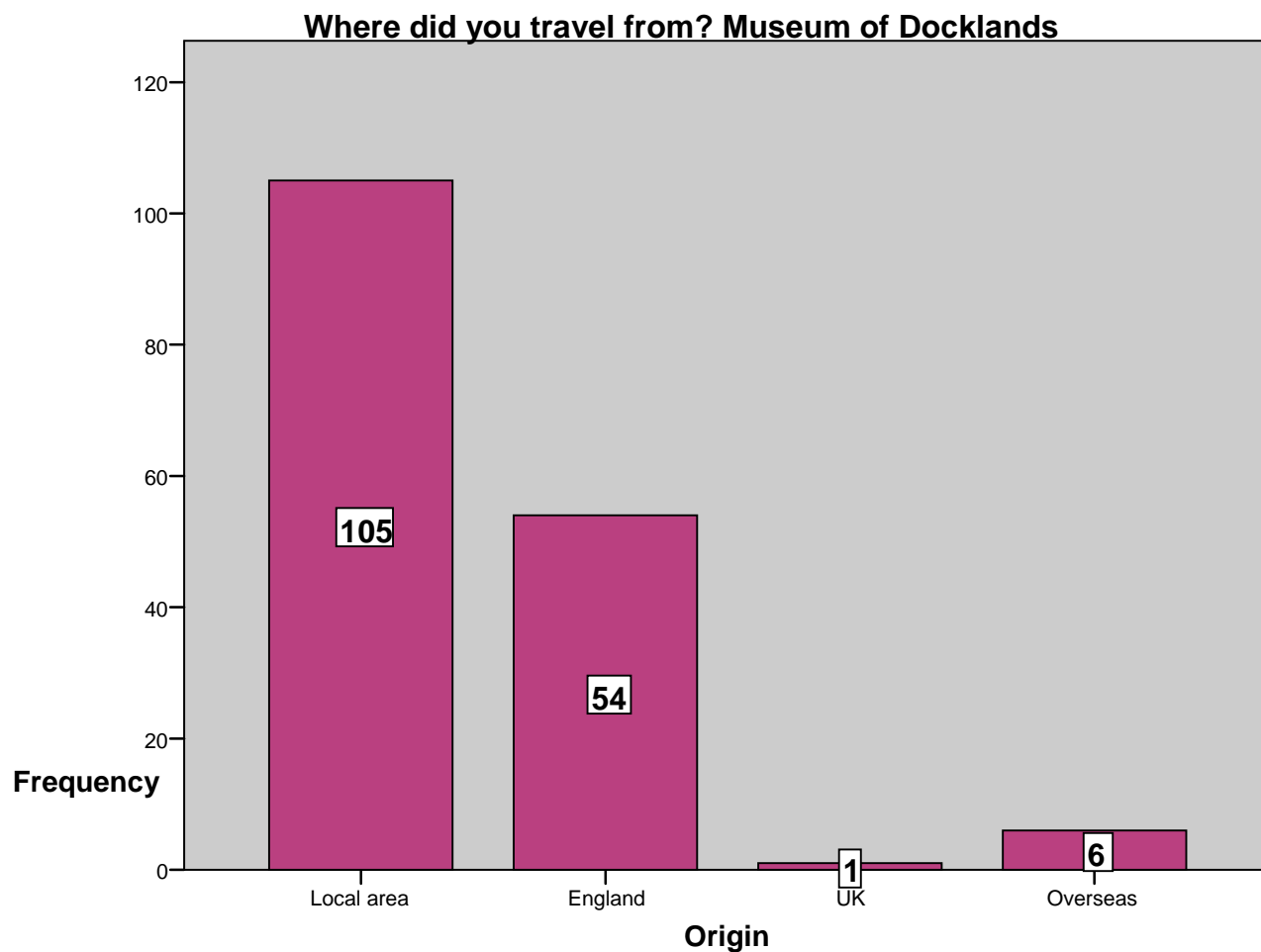


fig. 7: Origin: London, Sugar and Slavery Exhibition, Museum of Docklands

About 8 out of 10 visitors travelled to the Museum of Docklands from home (83.8%) while only 16.2% of the respondents came to the museum from a holiday address (fig. 8).

Did you travel from home or from a holiday address?
Museum of Docklands

Response	Frequency	Percent
From home	150	83.8
From a holiday address	29	16.2
Total	179	100.0



fig. 8: Did you travel from home or from a holiday address?: London, Sugar and Slavery Exhibition Museum of Docklands

Museum visiting

First Time or Repeat Visitors

More than 7 out of 10 visitors came to see the *London, Sugar and Slavery Exhibition* rather than the museum in general (fig.9).

Did you come specifically to see the London, Sugar and Slavery Exhibition?

Response	Frequency	Percent
Yes	132	73.7
No	46	25.7
Sub-Total	178	99.4
Missing	1	0.6
Total	179	100.0

Have you come today specifically to see the London, Sugar and Slavery exhibition? Museum of Docklands

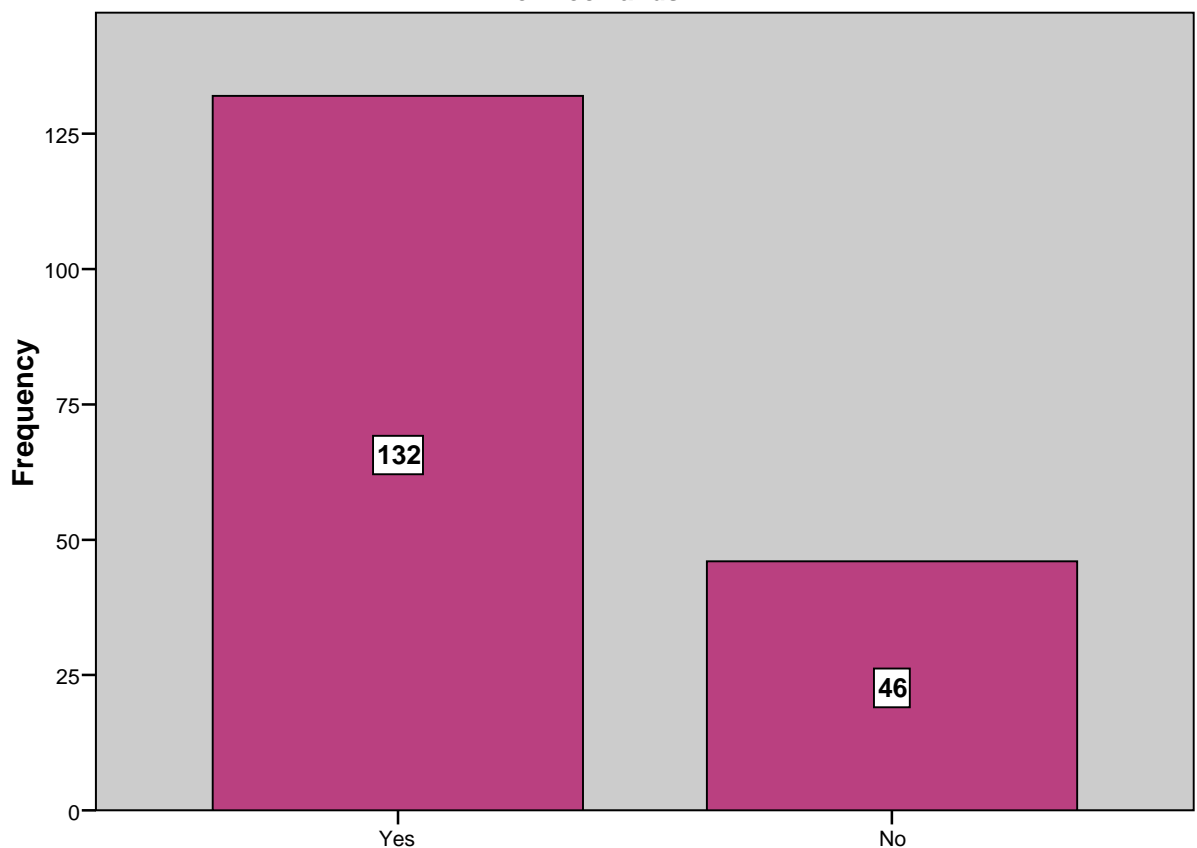


fig. 9: Museum of Docklands, London, Sugar and Slavery exhibition

Interestingly, 7 out of 10 visitors who came specifically for the *London, Sugar and Slavery Exhibition* had not visited the museum before (table 1).

Table 1: Exhibition visit-repeat visit: Museum of Docklands

		Q: Is this your first visit to the museum in Docklands?		
		Yes, this is my first visit to the museum	No, I have visited the museum before	Total
Q: Have you come specifically for the <i>London, Sugar and Slavery</i> exhibition?	Yes	93	39	132
	No	35	11	46
	Total	128	50	178

Visiting Trends

About 2 out of 10 of the respondents stated that they did not usually visit museums (23.5%) (Table 2); their reasons for visiting the exhibition do not differentiate from the reasons stated by the typical museum visitor. These are, ‘*education*’ and *to find out about Britain’s role in slavery* (Table 3, fig.10).

Table 2: Museum and Non-museum visitors: Museum of Docklands

Response	Frequency	Percent
Visiting museums regularly	137	76.5
Not visiting museums	42	23.5
Total	179	100.0

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

Reasons for visiting the exhibition	Type of visitor		Total
	Museum visitor	Non-museum visitor	
Recreation/leisure	17	6	23
Education generally	49	6	55
Taking the children	7	1	8
To find out about Britain's role in slavery	27	8	35
To mark the abolition of Britain's involvement in the slave trade	6	3	9
Think about the lives of enslaved Africans, what they endured and achieved	2	2	4
Think about the lives of enslaved Africans, what they endured and achieved	14	7	21
Other	14	8	22
Total	136	41	177

The main reasons for visiting the museum were *education in general* (30.7%), *to find out about Britain's role in slavery* (19.6%) and *recreation* (12.8%) (fig. 10).

What are your overall reasons for visiting the exhibition? Museum of Docklands

Responses	Category	Frequency	Percent
Recreation/leisure	A	23	12.8
Education generally	B	55	30.7
Taking children	C	8	4.5
To find out about Britain's role in slavery	D	35	19.6
To mark the abolition of Britain's involvement in the slave trade	E	9	5.0
Think about the abolitionists and their movement	F	4	2.2
Think about the lives of enslaved Africans, what they endured and achieved	G	21	11.7
Other	J	22	12.3
Sub-Total	-	177	98.9
Missing	-	2	1.1
Total	-	179	100.0

What are your overall reasons for visiting the exhibition? Museum of Docklands

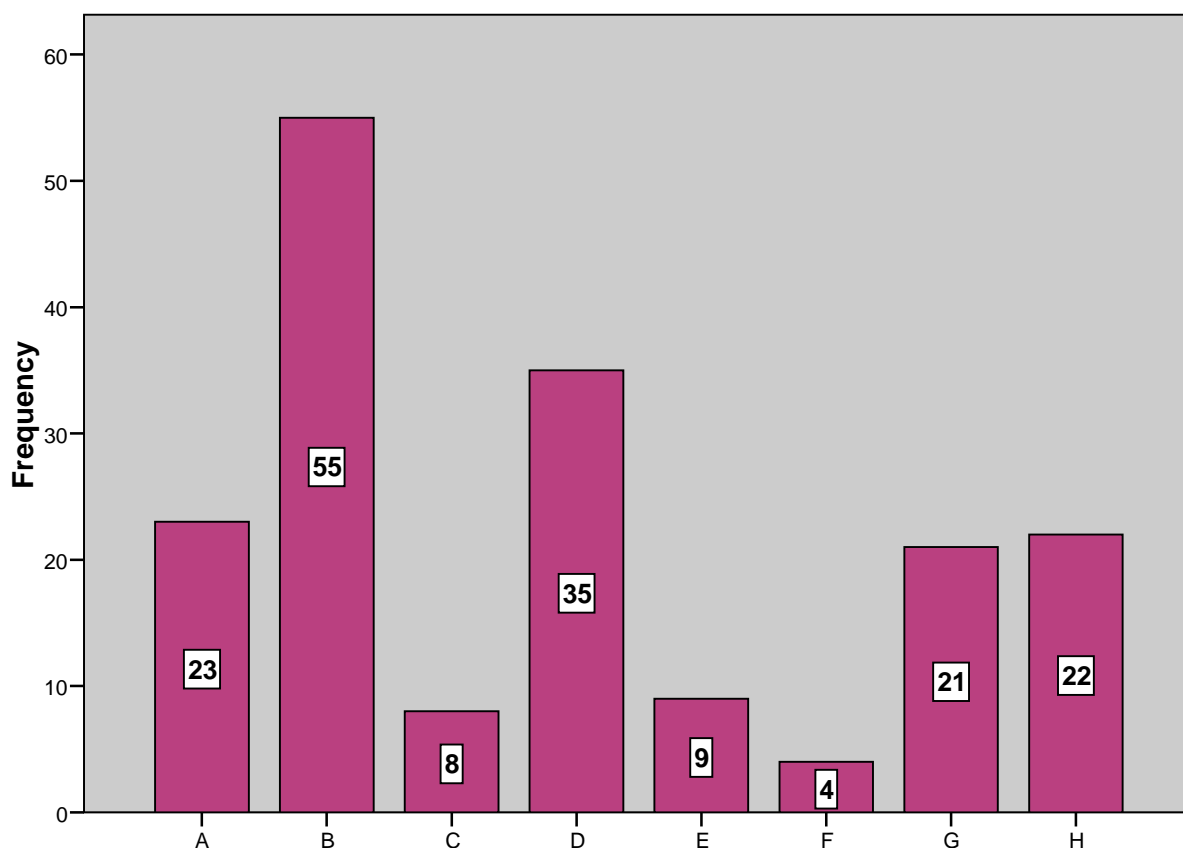


fig. 10: Reasons for visiting the London, Sugar, Slavery Exhibition: Museum of Docklands

There is though, a differentiation between the responses of the visitors who belong to BME groups and those visitors who defined themselves as white or white British (Table 4, fig. 11). The majority of BME visitors visited the exhibition for *education reasons* (29%), *to think about the lives of enslaved Africans, what they endured and achieved* (20%) and *to find out about Britain’s role in slavery* (19%). A significant proportion of the BME respondents (16%) stated they came for other reasons such as; *to see the layout and how they’ve done the exhibition, to evaluate the museum’s position, to see how they define ethnic migrant identity, to learn about a hidden history, to teach their children, to see whether the exhibition shows how Britain ‘re-invented’ slavery back to India.*

Table 4: Do the reasons for visiting the *London, Sugar and Slavery Exhibition* differentiate between BME groups and those who defined themselves as ‘White’ or ‘White British’?

Reasons for visiting the <i>London, Sugar and Slavery Exhibition</i>	Ethnicity			Total
	White	BME	Other	
Recreation/leisure	20	3	0	23
Education generally	29	24	1	54
Taking the children	5	1	2	8
To find out about Britain's role in slavery	17	15	3	35
To mark the abolition of Britain's involvement in the slave trade	3	6	0	9
Think about the abolitionists and their movement	1	2	1	4
Think about the lives of enslaved Africans, what they endured and achieved	5	16	0	21
Other	7	13	1	21
Total	87	80	8	175

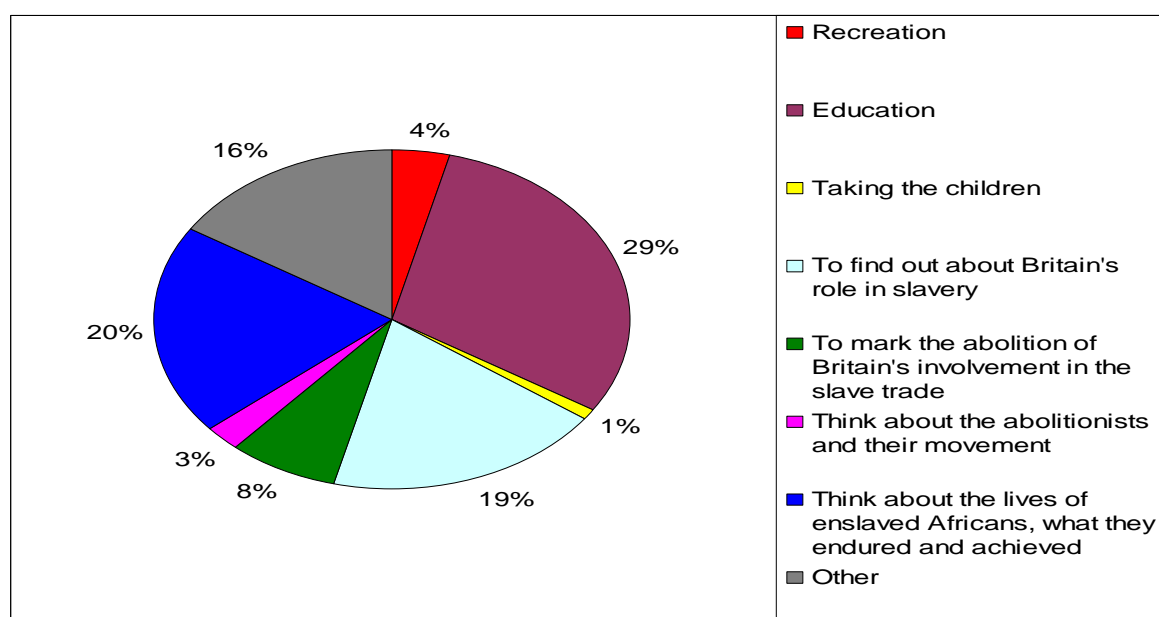


fig. 11: Reasons of BME groups for visiting the London, Sugar, Slavery Exhibition: Museum of Docklands

The majority of those respondents who stated that they do not visit museums on a regular basis are BME (23 out of 41), hold higher or lower managerial positions (31 out of 40) and hold a university degree (27 out of 41) (tables 5,6, 7).

Table 5: Museum/Non-museum visitors and ethnicity: Museum of Docklands

	Ethnic Background			Total
	White European	BME	Other international	
Museum Visitors	73	57	6	136
Non-museum visitors	16	23	2	41
Total	89	80	8	177

Table 6: Occupation of Museum and Non-museum visitors: Museum of Docklands

Occupation	Museum visitors	Non-museum visitors	Total
Higher managerial and professional occupations	45	18	63
Lower managerial and professional occupations	40	13	53
Intermediate occupations	20	6	26
Small employers and own account workers	3	2	5
Lower supervisory and technical occupations	2	1	3
Semi-routine occupations	2	0	2
Routine occupations	1	0	1
Never worked and long-term unemployed	6	0	6
Total	119	40	159

Table 7: Education of museum and non-museum visitors: Museum of Docklands

Education	Type of visitor		Total
	Museum visitors	Non-museum visitors	
GCSE's/ O Levels	15	9	24
A Levels	10	2	12
Undergraduate University Degree	41	12	53
Postgraduate University Degree	53	15	68
Trade/Technical Qualification	9	1	10
HNC/HND	1	2	3
No formal qualifications	6	0	6
Total	135	41	176

Summary

The Museum of Docklands, *London, Sugar and Slavery* exhibition attracted the highest proportion of visitors belonging to BME groups (44.7%) in comparison with the rest of the museum partners of **1807 Commemorated**. However, in terms of education and occupation status the visitor profile does not differentiate significantly from the traditional museum audience, i.e. the majority of visitors, including BME respondents, hold higher or lower managerial professions (64.8%) and a university degree (67.6%).

The exhibition also attracted a high number of visitors who had not visited the museum before (73.7%, i.e. 128 out of 179). Half of those visitors were 'White' (60 out of 128) and another half belonged to BME groups (61 out of 128).

The second main reason, after education, for visiting the exhibition for those respondents who defined themselves as White or White British was *to find out about Britain's role in slavery*. For BME visitors, the second main reason after *education* was *to think about the lives of enslaved Africans, what they endured and achieved*. In addition, a significant proportion (16%) of BME respondents stated that they came for other reasons such as *to evaluate the museum's position, to see how the museum defines ethnic migrant identity, to learn about a hidden history, to teach their children, and to see whether the exhibition shows how Britain 're-invented' slavery back to India*.

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/]