



Arts & Humanities  
Research Council



1807 Commemorated

The abolition of the slave trade

## The International Slavery Museum National Museums, Liverpool

### Contents

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 9-10
Museum Visiting	Page 10-14
First Time or Repeat Visitors	Page 11-12
Visiting trends	Page 12-14
Implications-social inclusion	Page 15
References	Page 15

### 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.

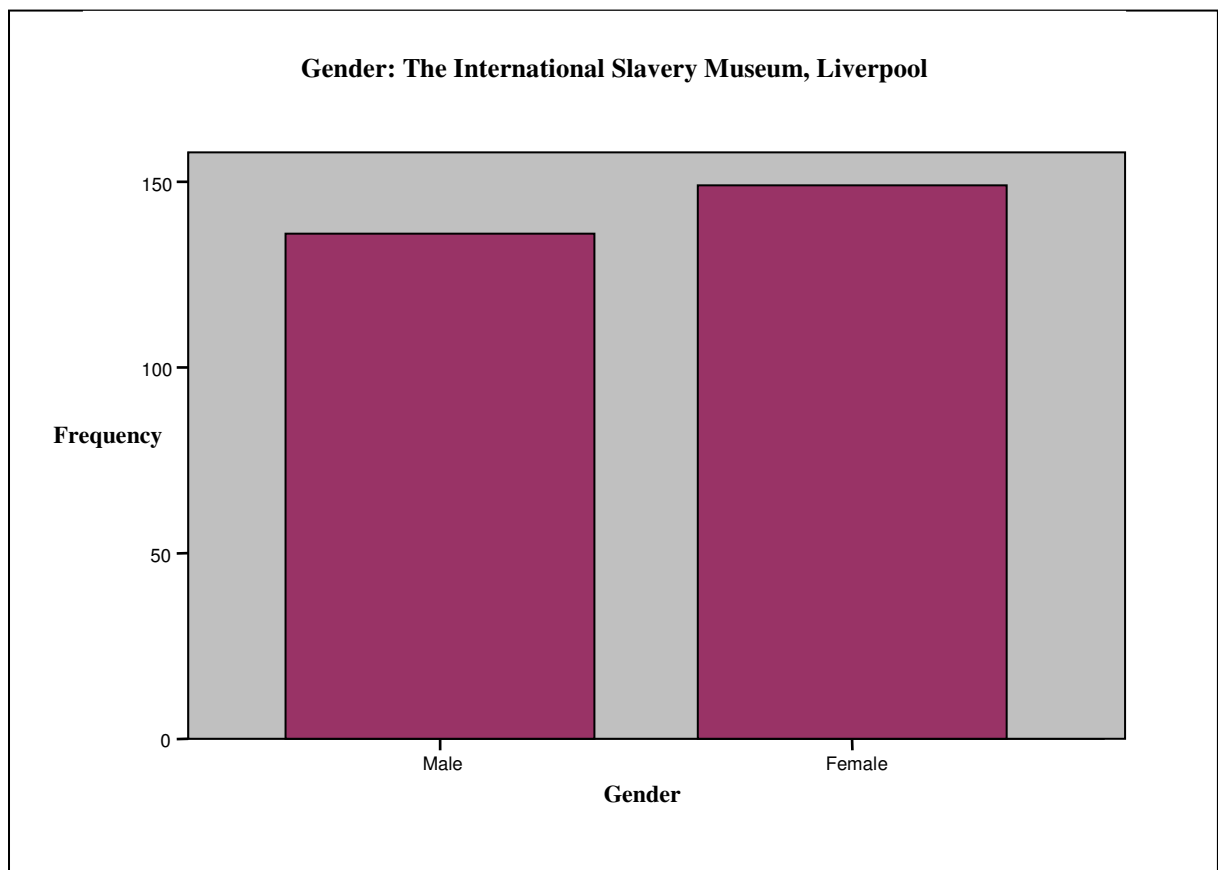
## **Visitor demographics**

### **Gender**

During the period from the 23<sup>rd</sup> of August 2007 to the 26<sup>th</sup> of August 2007, 136 male and 149 female visitors were interviewed at the International Slavery Museum in Liverpool (fig. 1).

### **Gender: The International Slavery Museum, Liverpool**

<b>Gender</b>	<b>Number of respondents</b>	<b>Percentage</b>
<b>Male</b>	136	46.7
<b>Female</b>	149	51.2
<b>Total</b>	285	97.9



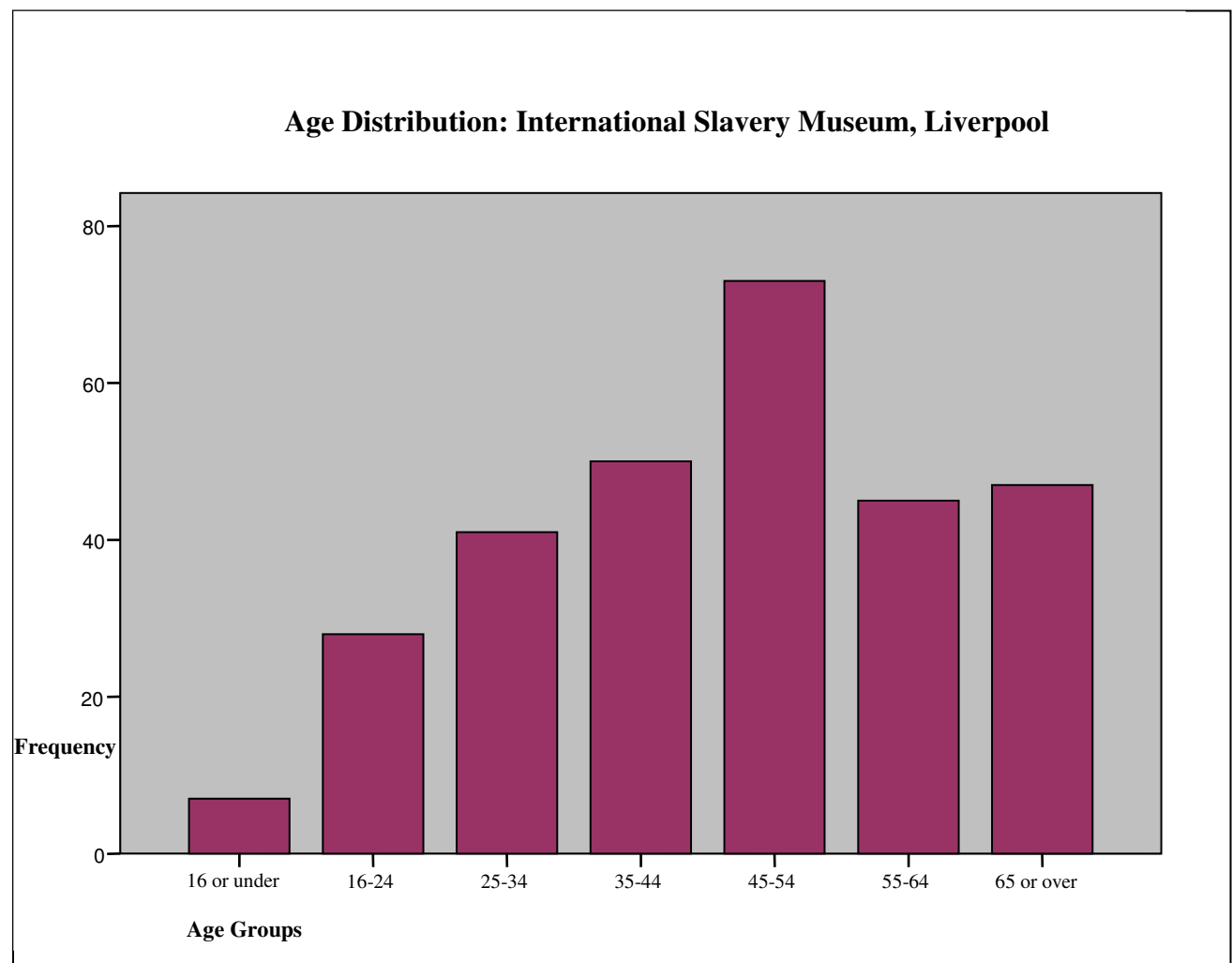
*fig. 1: The International Slavery Museum, Liverpool: Gender*

### Age Distribution

The majority of the respondents to the survey belonged to the 45-54 age group, though there was a good representation of individuals between the ages of 25 and 65 (fig. 2).

#### **Age groups: International Slavery Museum, Liverpool**

Age Group	Frequency	Percent
16 or under	7	2.4
16-24	28	9.6
25-34	41	14.1
35-44	50	17.2
45-54	73	25.1
55-64	45	15.5
65 or over	47	16.2
Total	291	100.0



*fig. 2: The International Slavery Museum, Liverpool: Age Distribution*

## Occupations

Roughly half of the respondents held higher and lower managerial professional occupations, whilst the other half had intermediary and routine occupations (fig. 3). This shows that the proportion of visitors from lower social classes (43.7%) in Liverpool is much higher than nationally (25%).<sup>1</sup>

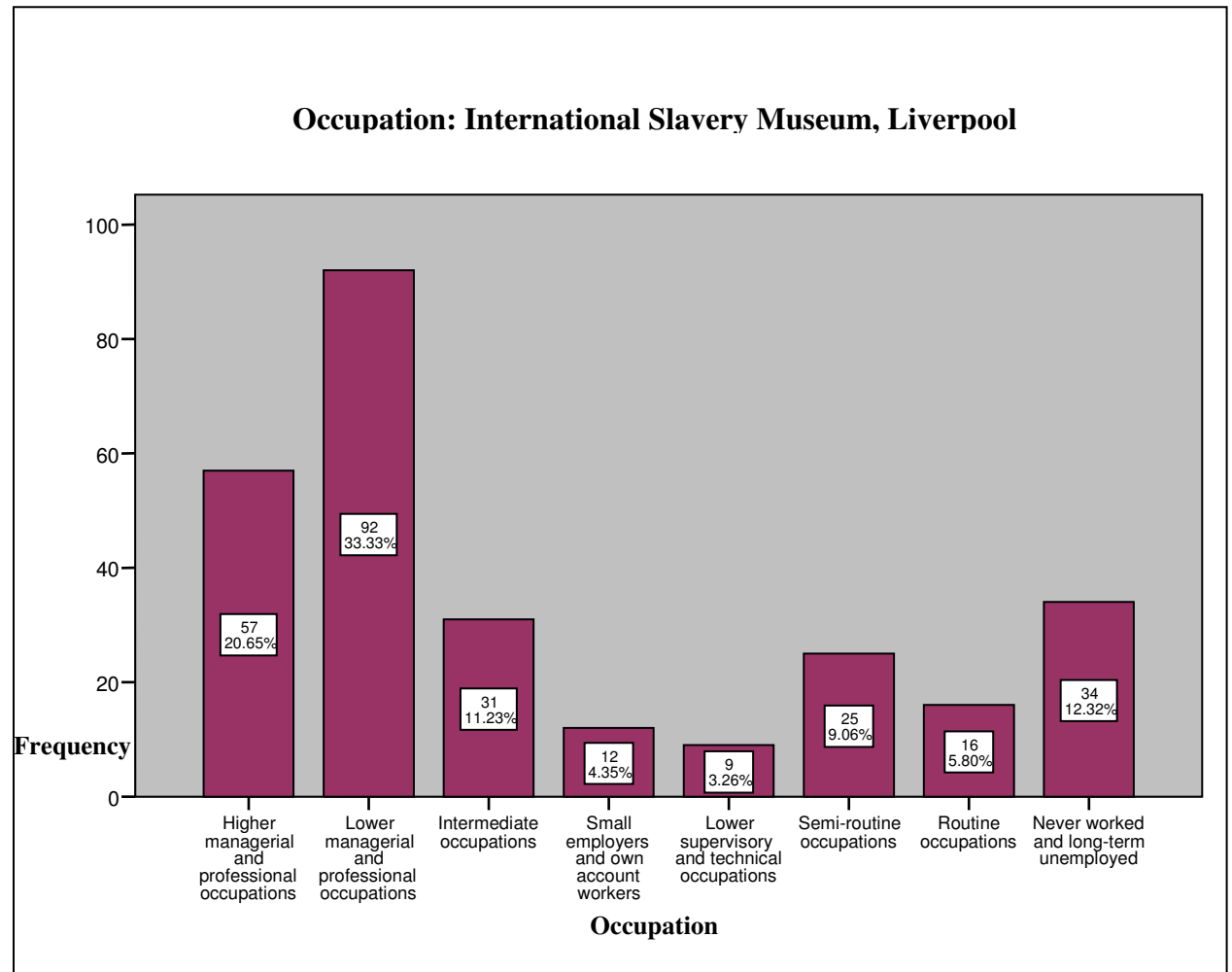


fig. 3: *The International Slavery Museum, Liverpool: Occupation of the main income earner in the household*

<sup>1</sup> For information on national results regarding visitor profiles in museums see Renaissance Hub Exit Survey 2006

<b>Occupation</b>	<b>Frequency</b>	<b>Percent</b>
Higher managerial and professional occupations	57	19.6
Lower managerial and professional occupations	92	31.6
Intermediate occupations	31	10.7
Small employers and own account workers	12	4.1
Lower supervisory and technical occupations	9	3.1
Semi-routine occupations	25	8.6
Routine occupations	16	5.5
Never worked and long-term unemployed	34	11.7
Total	276	94.8
Missing	15	5.2

### Education

The proportion of visitors educated to degree level (48%) is slightly higher than the national average (46%). Interestingly 11.7% of the interviewees have no formal qualifications (fig. 4).

### **Highest educational qualification: International Slavery Museum, Liverpool**

<b>Education</b>	<b>Frequency</b>	<b>Percent</b>
GCSE/O levels	37	12.7
A Levels	36	12.4
Undergraduate University Degree	66	22.7
Postgraduate University Degree	69	23.7
Trade/Technical Qualification	32	11.0
HNC/HND	12	4.1
No formal qualifications	34	11.7
Total	286	98.3
Missing	5	1.7
Full Total	291	100.0

## Educational Qualifications: International Slavery Museum, Liverpool

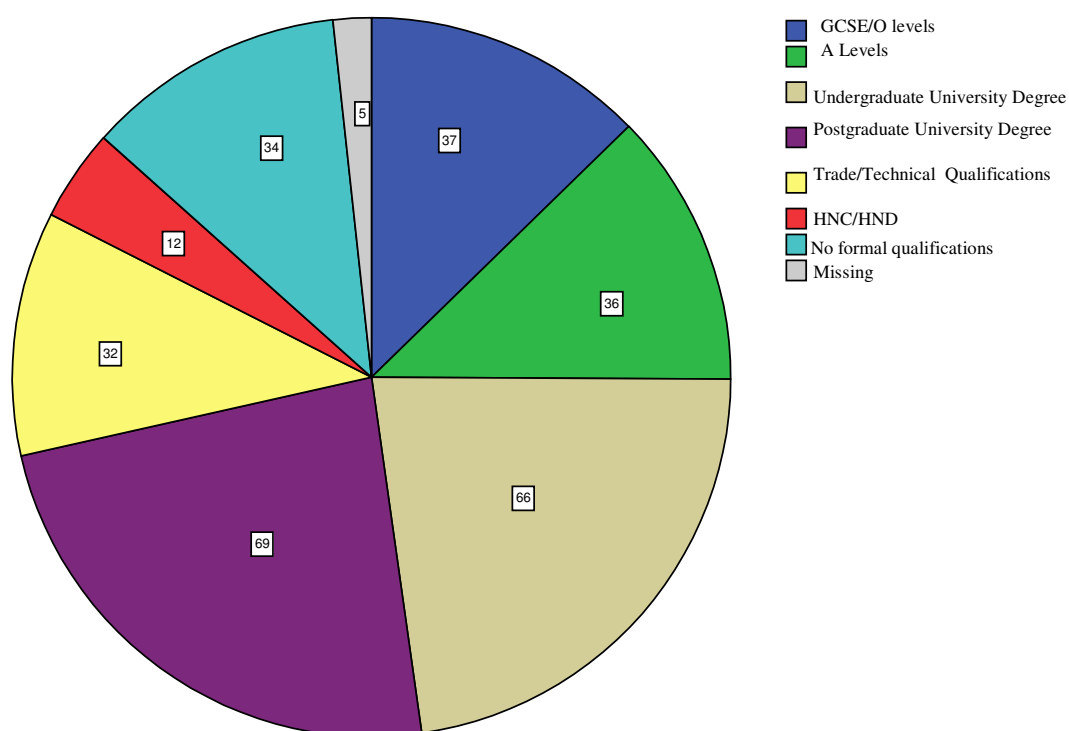


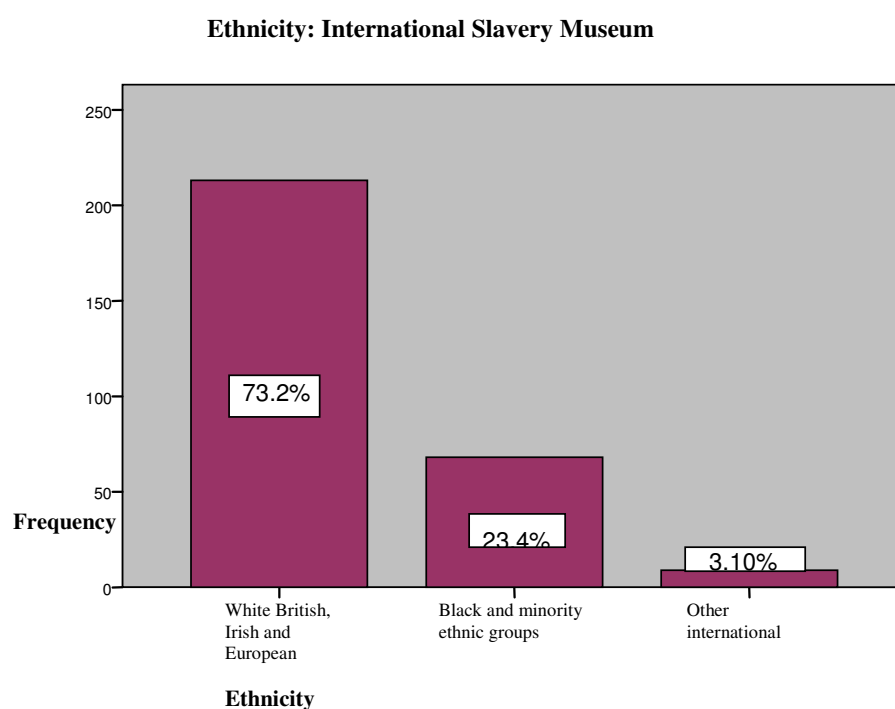
fig. 4: International Slavery Museum, Liverpool: Education

## Ethnicity

The majority of the visitors in Liverpool, nearly three-quarters (73.2%), defined themselves as White British (including English, Scottish and Welsh), White Irish or White European, whilst 23.4% of the respondents defined themselves as Black or belonging to an ethnic minority (BME) (fig. 5). This proportion is above the national average (5%) and above the proportion of ethnic minority residents in the region (5.7% of residents in Liverpool are from an ethnic minority background) (Commission for Racial Equality 2007).

## Ethnic Background: International Slavery Museum, Liverpool

Response	Frequency	Percent
White British, Irish, European	213	73.2
BME	68	23.4
Other international	9	3.1
Total	290	99.7
Missing	1	0.3
Full Total	291	100



*fig. 5: The International Slavery Museum, Liverpool: Ethnic background*

## **Visitor profiles**

### **Party profile**

The majority of the interviewees in Liverpool (19.6%) visited the museum with other adults, while only 3.8% of the respondents visited the museum in organised groups (fig. 6). About one in five visitors came alone (21.3%), continuing the steady decline in lone visitors which has been progressing since 2003 (24% in 2003)<sup>2</sup>.

### **Group type: The International Slavery Museum, Liverpool**

Group Type	Frequency	Percent
On my own	62	21.3
Group of adults	109	37.5
Adult family group	48	16.5
Family with children	57	19.6
Organised group	11	3.8
Missing	4	1.4
Total	291	100.0

<sup>2</sup> Renaissance Hub Exit Survey 2006

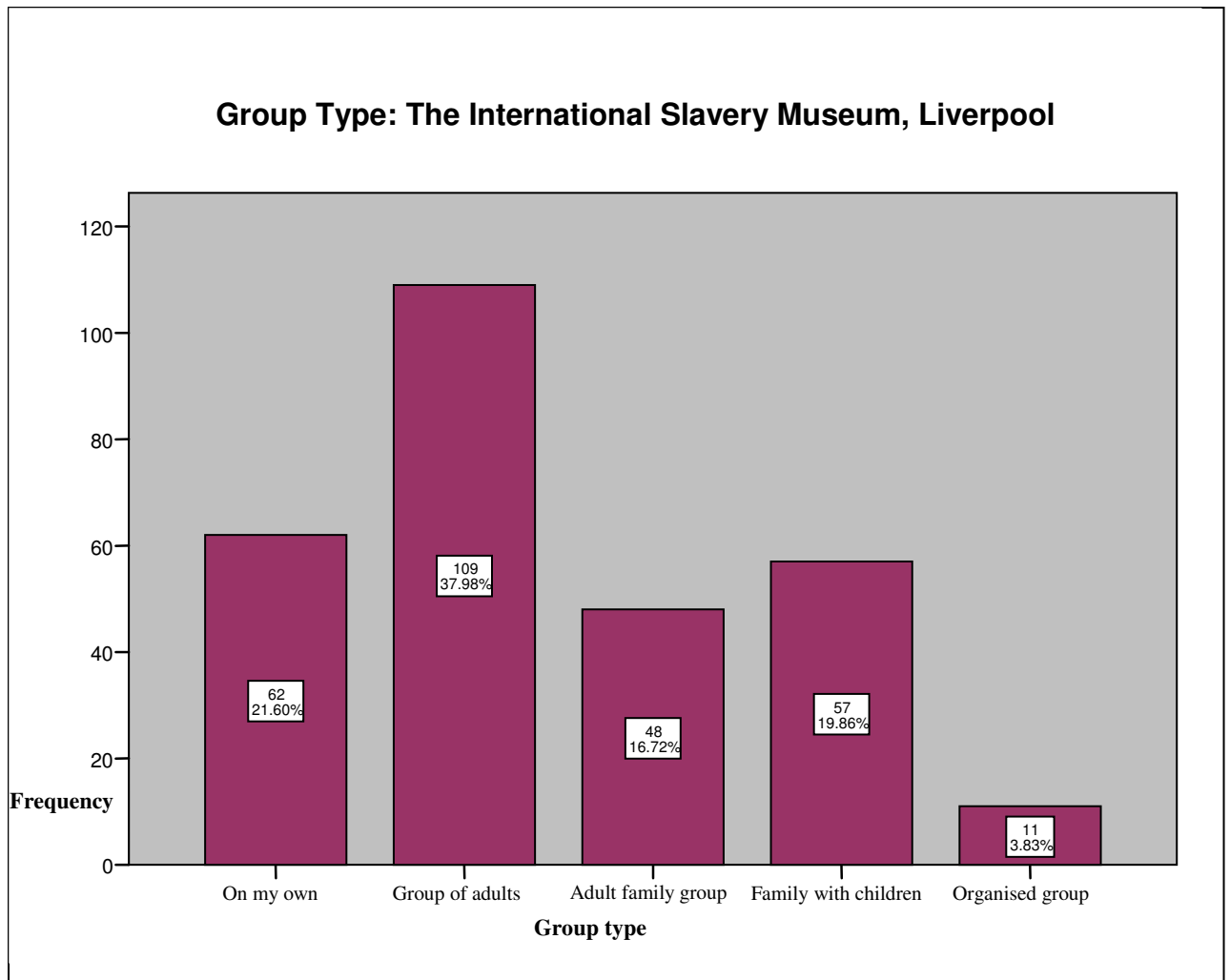


fig. 6: The International Slavery Museum, Liverpool: Group Type

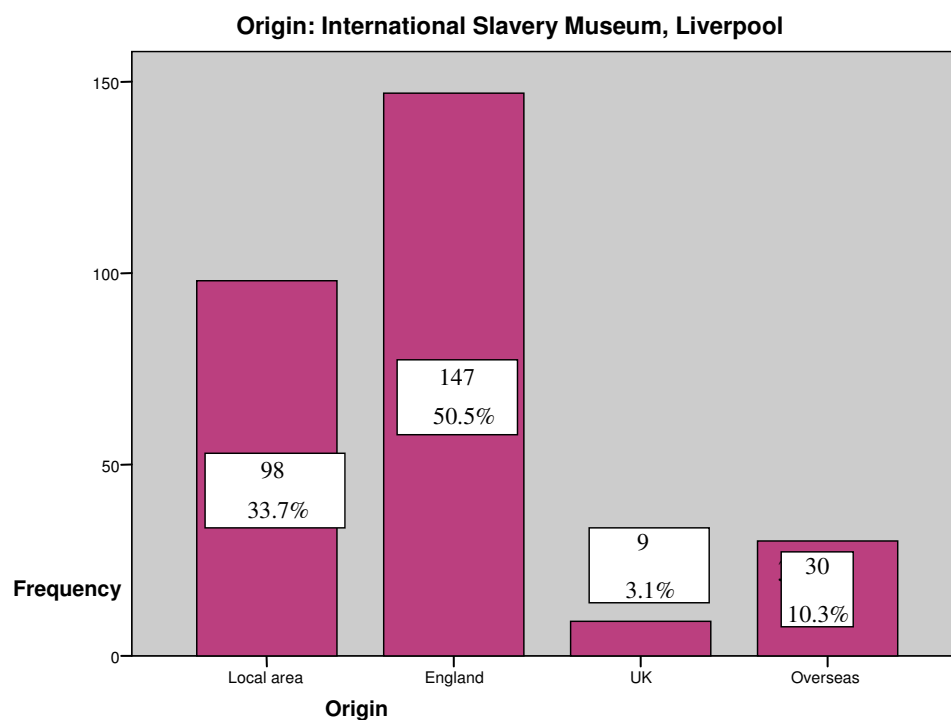
### Origin

More than eight in ten visitors (89.44%) to the International Slavery Museum come from the UK. This is slightly below the national result for 2006 (93%). More than a third of visitors (34.51%) come from Liverpool, a proportion that is larger than the national result (27%) (fig. 7).

#### **Origin: International Slavery Museum, Liverpool**

	Frequency	Percent
Local area	98	33.7
England	147	50.5
UK	9	3.1
Overseas	30	10.3
<b>Sub-Total</b>	<b>284</b>	<b>97.6</b>
Missing	7	2.4
<b>Total</b>	<b>291</b>	<b>100.0</b>





*fig. 7: The International Slavery Museum, Liverpool: Origin*

The majority of respondents travelled to the International Slavery Museum from a home address, with just under a quarter of individuals visiting the museum as part of a holiday visit (fig. 8).

#### **Did you travel from home or from a holiday address?**

Response	Frequency	Percent
Home	221	75.9
Holiday	69	23.7
Missing data	1	0.4
Total	291	100.0

### Did you travel from home or from a holiday address?

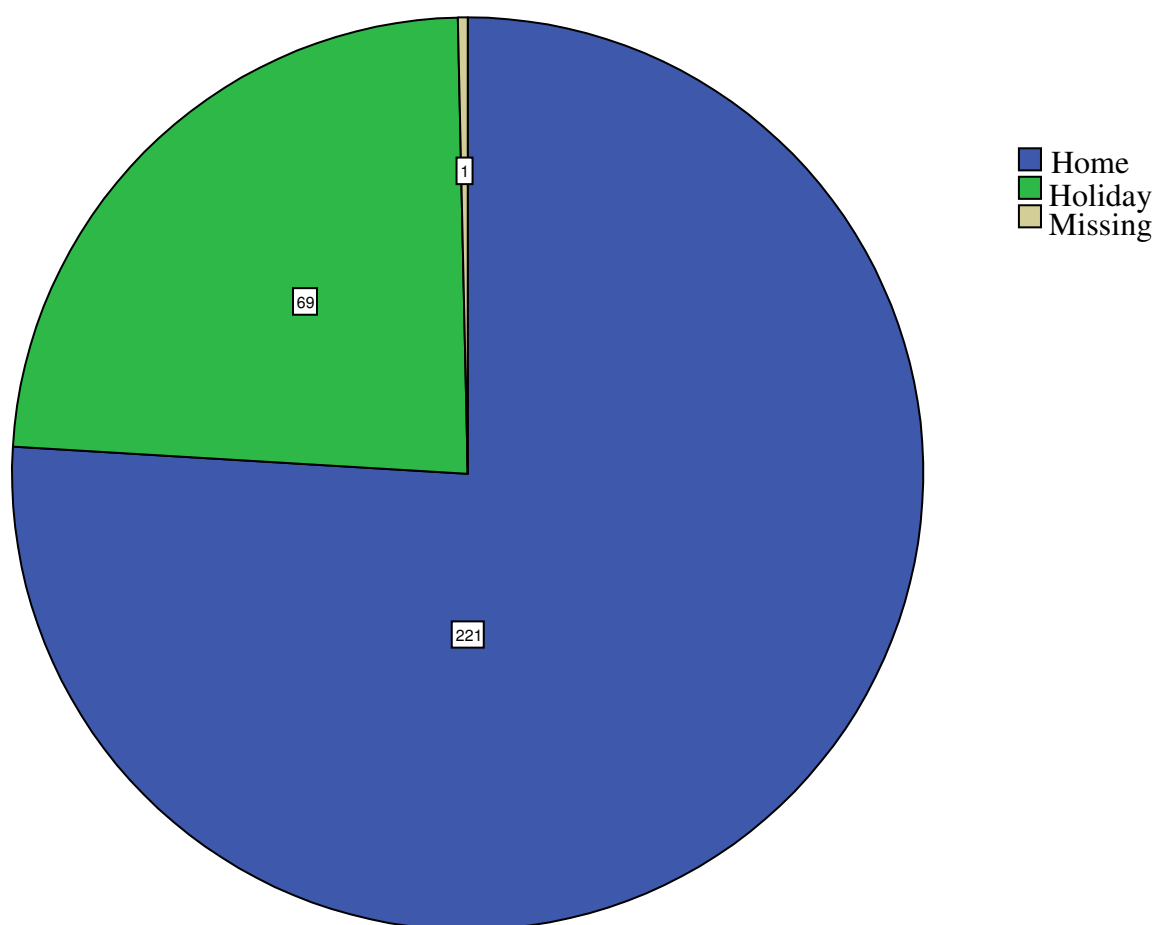


fig. 8: The International Slavery Museum: Locality

### Museum visiting

#### First Time or Repeat Visitors

The majority of respondents (61.9%) stated that they had specifically come to the Merseyside Maritime Museum to see the International Slavery Museum (fig.9).

### Did you come specifically to see the International Slavery Museum?

Response	Frequency	Percent
Yes	180	61.9
No	107	36.8
Partly	3	1.0
Total	290	99.7
Missing	1	0.3

### Did you come specifically to see the 1807 exhibition?

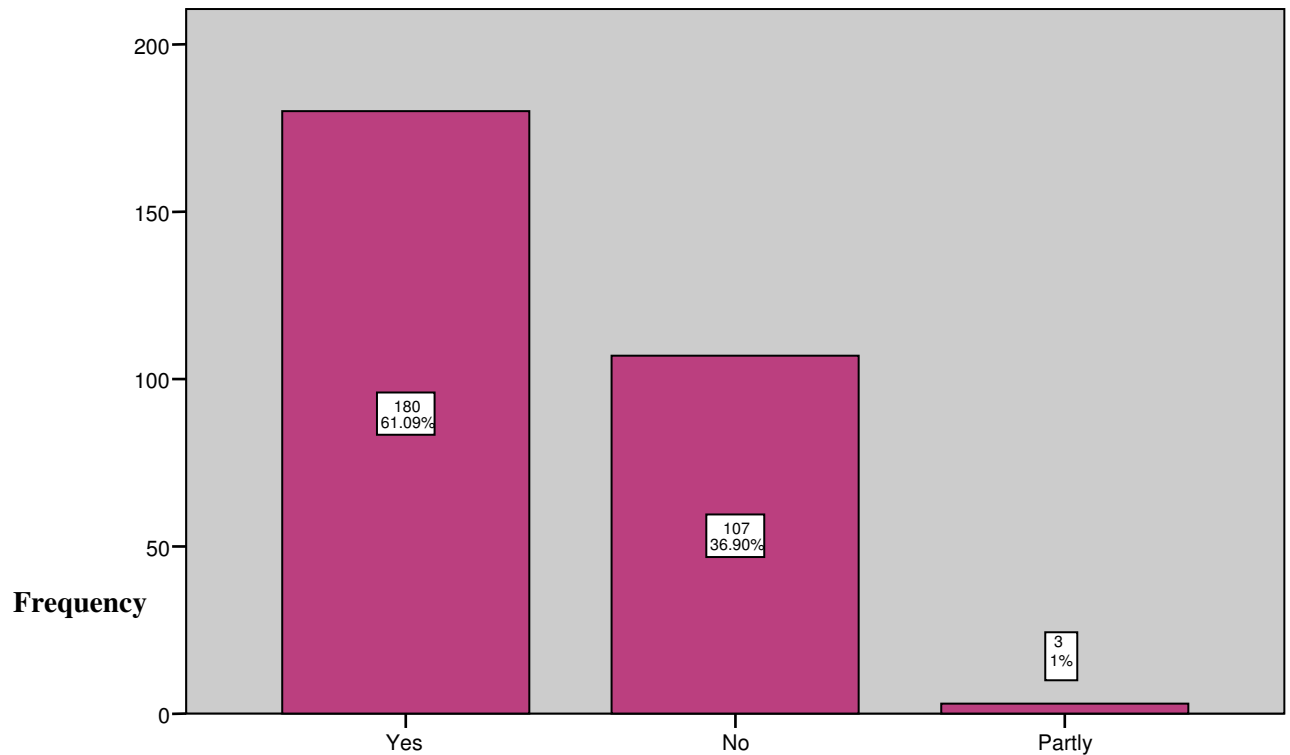


fig. 9: The International Slavery Museum: Exhibition Visit

Most of the visitors who came specifically for the 1807 exhibition had already visited the previous exhibition on slavery (table 1).

**Table 1: Exhibition visit-repeat visit: International Slavery Museum**

		Q: Did you come specifically to see the 1807 exhibition?			Total
		Yes	No	Partly	
Q: Did you visit the previous Liverpool exhibition on slavery?	Yes	97	31	3	131
	No	79	76	0	155
Total		176	107	3	286

### Visiting Trends

A quarter of the respondents stated that they did not usually visit museums; though their reasons for visiting the International Slavery Museum do not differentiate widely from the reasons stated by the typical museum visitor. These are, ‘*education*’, ‘*recreation*’ and ‘*thinking about the life of slaves*’, and to ‘*find out about Britain’s role in slavery*’ (fig. 11).

The main reasons for visiting the museum stated by were *education in generally* (26.8%) *recreation* (17.9%) and *thinking about the lives of enslaved Africans, what they endured and achieved* (16.8%) (fig. 10).

**What are your overall reasons for visiting the exhibition? International Slavery Museum, Liverpool**

Responses	Category	Frequency	Percent
Recreation/leisure	A	52	17.9
Education generally	B	78	26.8
Taking children	C	16	5.5
To find out about Britain's role in slavery	D	45	15.5
To mark the abolition of Britain's involvement in the slave trade	E	18	6.2
Think about the abolitionists and their movement	F	2	0.7
Think about the lives of enslaved Africans, what they endured and achieved	G	49	16.8
Other	H	18	6.2
Sub-Total	-	278	95.5
Missing	-	13	4.5
Total	-	291	100

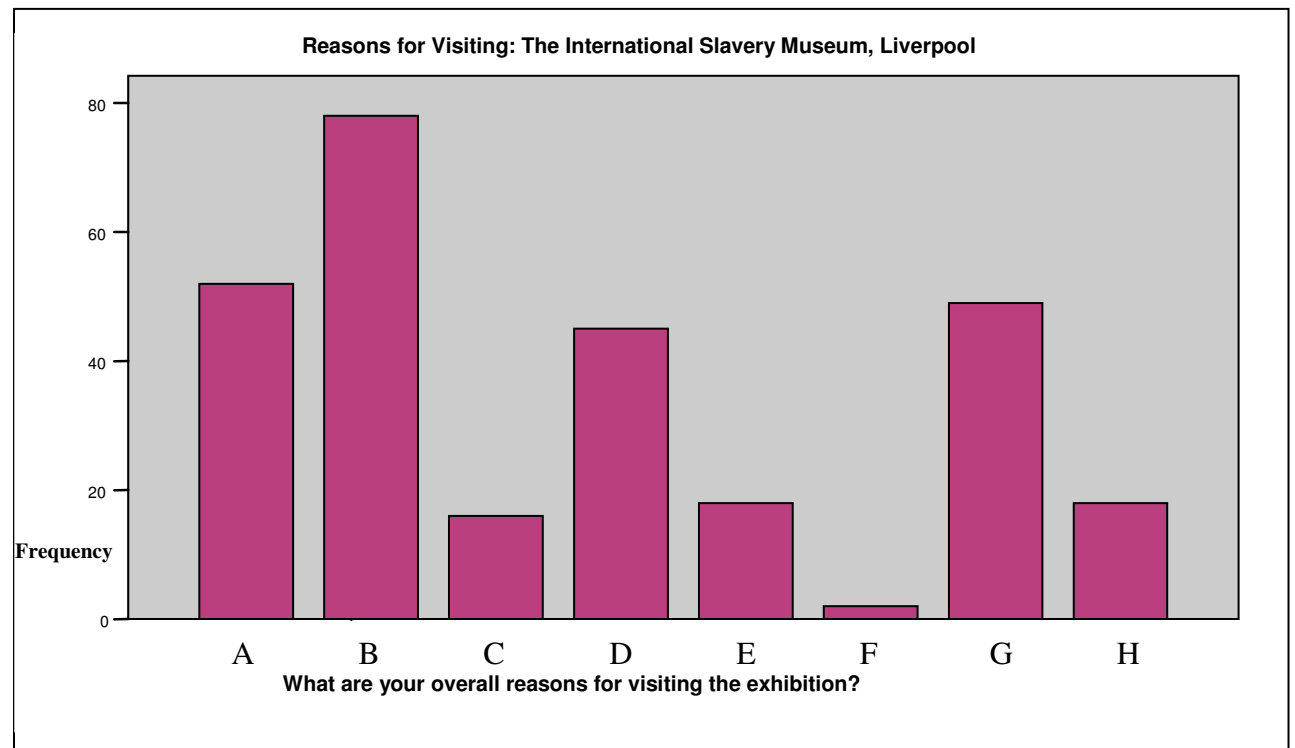
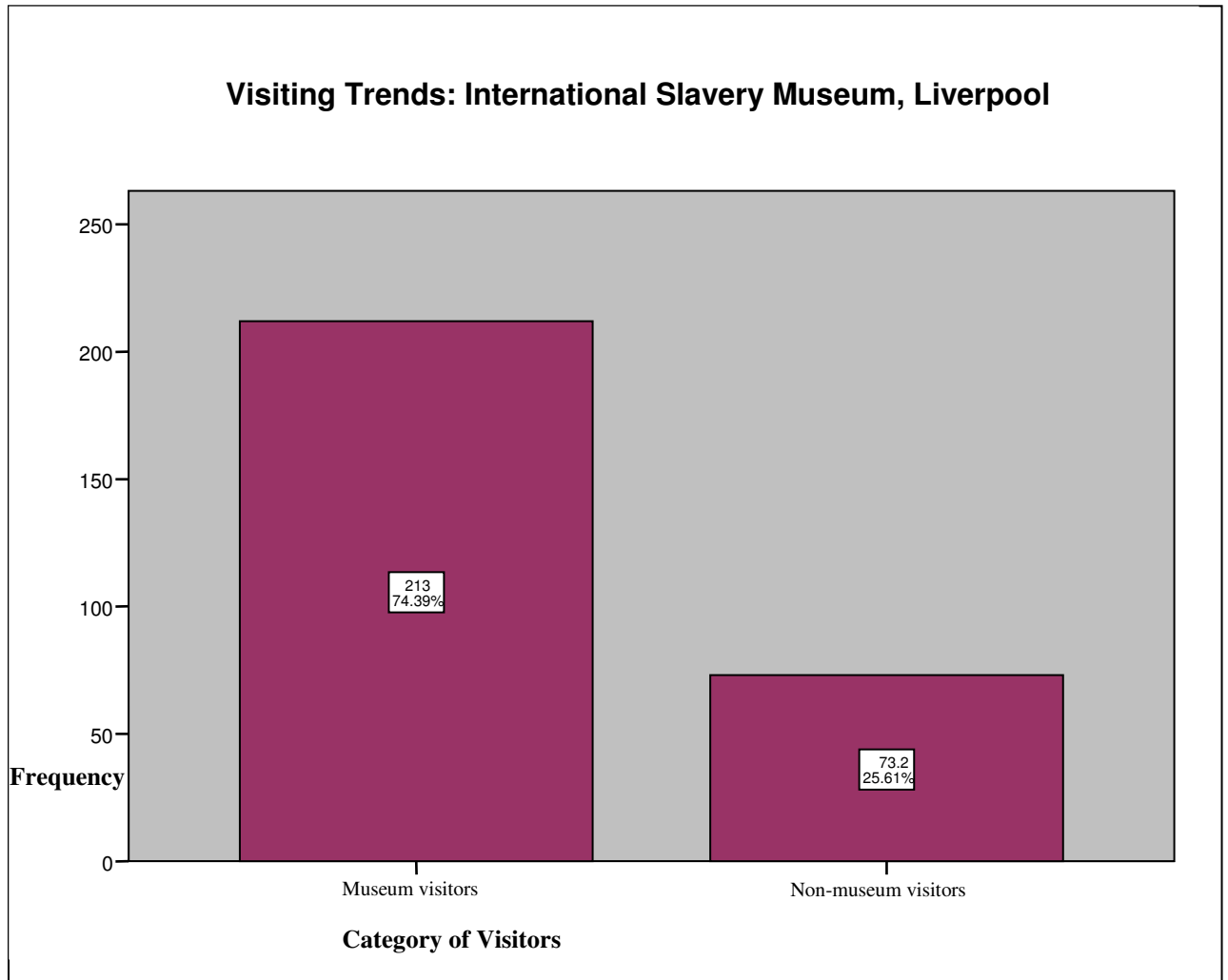


fig. 10: Reasons for visiting the International Slavery Museum in Liverpool

### **Museum and non-museum visitors: International Slavery Museum, Liverpool**

<b>Visitor Categories</b>	<b>Frequency</b>	<b>Percent</b>
Museum visitors	213	73.2
Non-museum visitors	73	25.1
Sub-Total	286	98.3
Missing data	5	1.7
Full Total	291	100



*fig. 11: Museum visitors and non-museum visitors at the International Slavery Museum, Liverpool.*

The majority of the non-museum visitors (52 out of 73) are white European and hold higher or lower managerial positions (40 out of 72) (tables 2, 3). This reveals that *ethnicity* and *occupation status* are not major social exclusion indicators at the Liverpool museum.

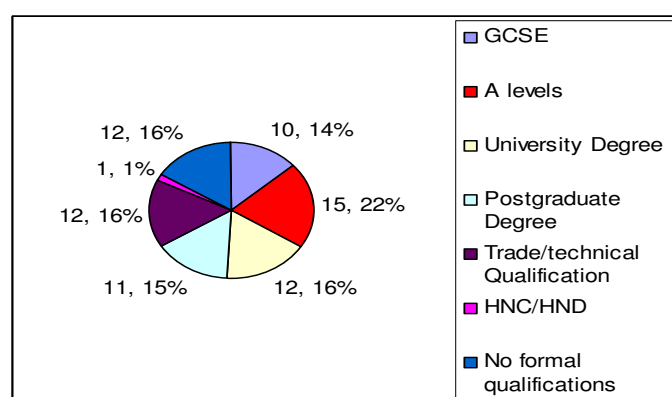
**Table 2: Museum/Non-museum visitors and ethnicity: International Slavery Museum, Liverpool**

Visitor Category	Ethnic Background			Total
	White European	Ethnic minority groups	Other international	
Museum visitors	157	48	7	212
Non-museum visitors	52	19	2	73
Total	209	67	9	285

**Table 3: Occupation of Museum and Non-museum visitors: International Slavery Museum**

Occupation			Total
	Museum visitors	Non-museum visitors	
Higher managerial and professional occupations	40	16	56
Lower managerial and professional occupations	68	24	92
Intermediate occupations	27	4	31
Small employers and own account workers	10	2	12
Lower supervisory and technical occupations	6	3	9
Semi-routine occupations	15	9	24
Routine occupations	10	6	16
Never worked and long-term unemployed	24	8	32
<b>Total</b>	<b>200</b>	<b>72</b>	<b>272</b>

In contrast to ethnicity and occupation, education is a significant indicator in terms of social inclusion in the Liverpool museum where more than six out of ten non-museum visitors do not possess a university degree (fig. 12).



*fig. 12: International Slavery Museum, Liverpool: Education of non-museum visitors*

### **Implications: social inclusion**

The International Museum of Slavery in Liverpool attracted a higher percentage of people from lower social classes (43.7%) than nationally (25%). The percentage of visitors from ethnic minority groups (23.4%) was also much higher than the national average (5%). These two features can be explained partly by the free admission of the museum, the theme of the exhibition and the museum's outreach activities.

### **References**

Commission for Racial Equality, 2007.

On line version: <http://www.equalityhumanrights.com/en/Pages/default.aspx>

Accessed on 30 October 2007.

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/](http://www.mla.gov.uk/website/programmes/renaissance/hub_data/)]