



Arts & Humanities
Research Council



1807 Commemorated

The abolition of the slave trade

Wilberforce House Hull

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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

55 male and 89 female visitors were interviewed from the 22nd of October 2007 to the 26th of October 2007 at Wilberforce House Museum in Hull (fig. 1). Relatively high numbers of visitors from higher educational institutions visited the museum during this week (half-term) in organised groups. As a result, about one fifth of the sample is mainly university students. Therefore, this report will present two statistical tables; one table including students from higher educational institutions (HEI) and one excluding those students.

Gender: Wilberforce House, Hull

	Frequency	Percent
Male	55	38.2
Female	89	61.8
Total	144	100.0

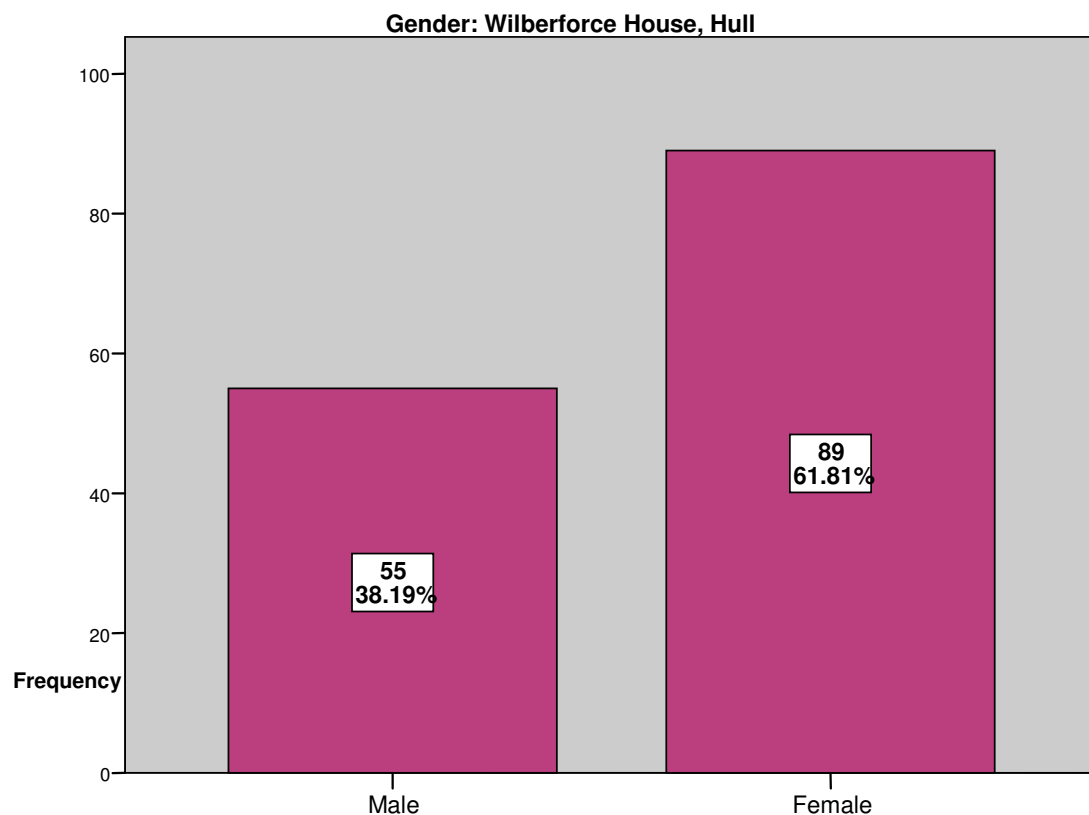


fig. 1: Wilberforce House, Hull: Gender (sample includes HEI visitors)

Age Distribution

The majority of the respondents to the survey belonged to the 26-34 age group, though there was a good representation of individuals between the ages of 45-54 and 55-64 (fig. 2).

Age groups: Wilberforce House, Hull

Age Group	Frequency	Percent
16 or under	2	1.4
16-24	38	26.4
25-34	10	6.9
35-44	23	16.0
45-54	26	18.1
55-64	26	18.1
65 or over	19	13.2
Total	144	100.0

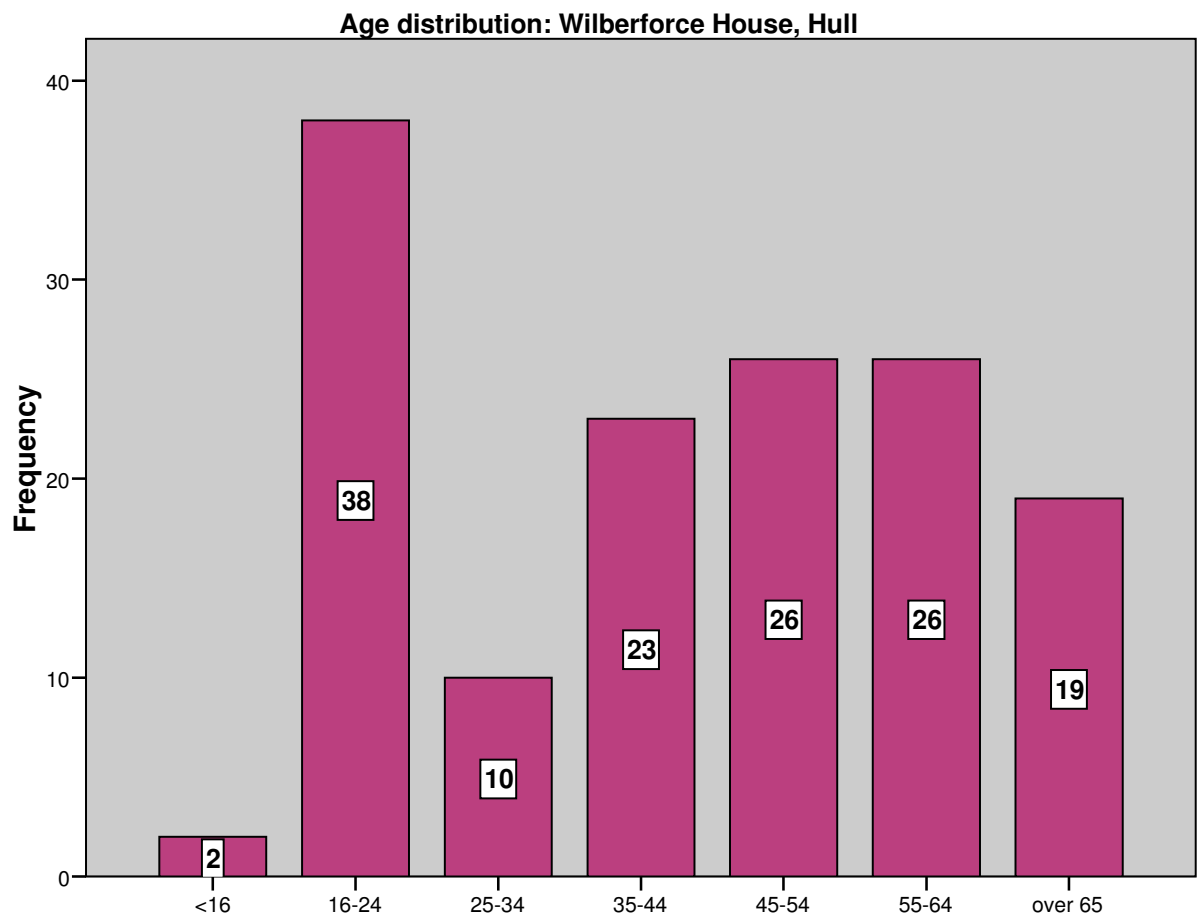


fig. 2: Wilberforce House, Hull: Age Distribution (sample includes HEI students)

The age profile is slightly different when HEI students are excluded from the sample (fig. 3). In this case, the majority of the respondents to the survey belong to the 45-54 age group, though there was a good representation of individuals between the ages of 55-64 and 35-44 (fig. 3).

Age Group	Frequency	Percent
16 or under	2	1.8
16-24	11	10.1
25-34	9	8.3
35-44	20	18.3
45-54	26	23.9
55-64	22	20.2
65 or over	19	17.4
Total	109	100.0

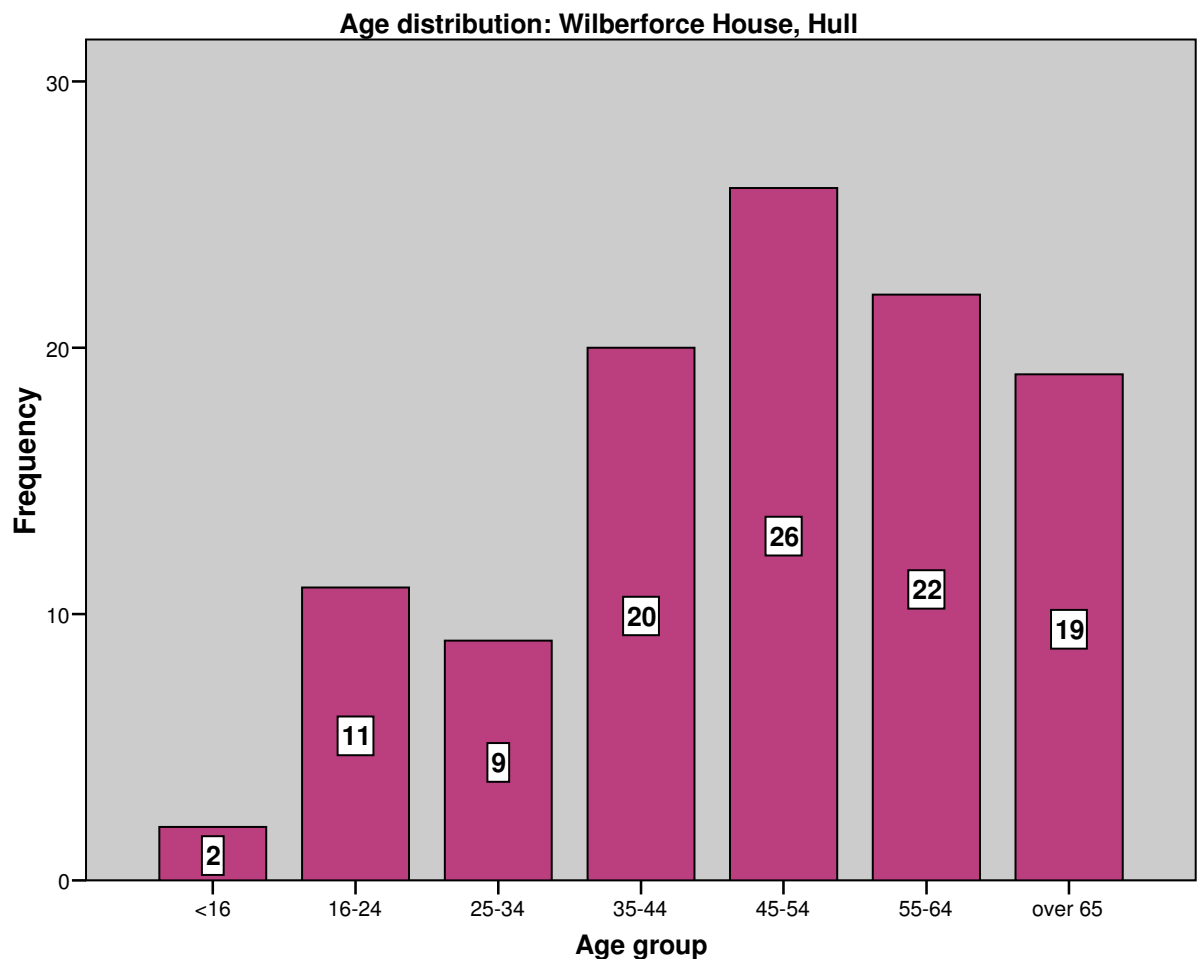


fig. 3: Wilberforce House, Hull: Age Distribution (sample excludes HEI students)

Occupations

More than half of the respondents (60.4%) held higher and lower managerial professional occupations (fig. 4).

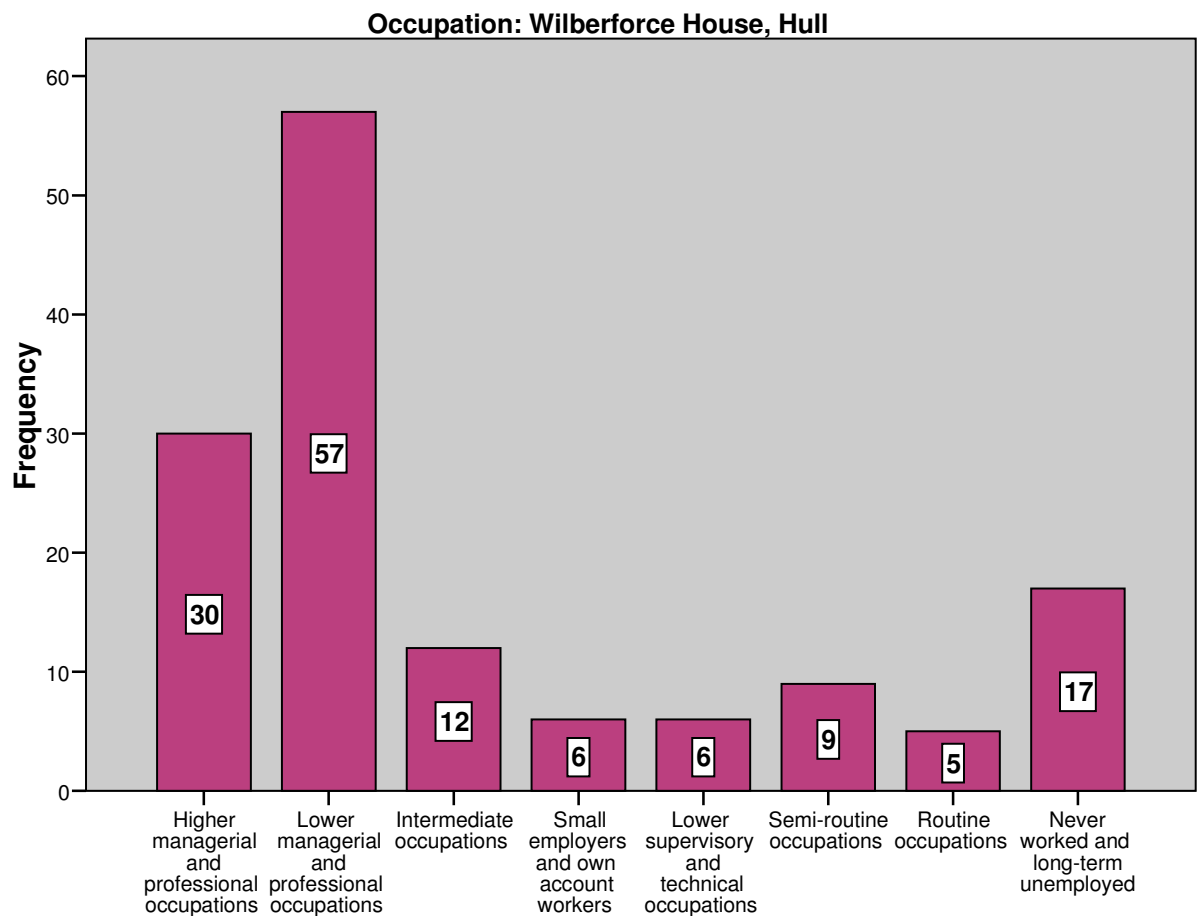


fig. 4: Wilberforce House, Hull: Occupation of the main income earner in the household (sample includes HEI students)

Occupation	Frequency	Percent
Higher managerial and professional occupations	30	20.8
Lower managerial and professional occupations	57	39.6
Intermediate occupations	12	8.3
Small employers and own account workers	6	4.2
Lower supervisory and technical occupations	6	4.2
Semi-routine occupations	9	6.3
Routine occupations	5	3.5
Never worked and long-term unemployed	17	11.8
Total	142	98.6
Missing	2	1.4
Final Total	144	100.0

The above result does not change significantly when the sample of HEI students is excluded (fig. 5). Individuals with higher and lower managerial professional occupations are still the majority (60.8%). 8.3% of the respondents hold intermediate occupations while only 3.7% of the visitors hold routine occupations.

Occupation	Frequency	Percent
Higher managerial and professional occupations	22	20.2
Lower managerial and professional occupations	44	40.4
Intermediate occupations	9	8.3
Small employers and own account workers	5	4.6
Lower supervisory and technical occupations	4	3.7
Semi-routine occupations	6	5.5
Routine occupations	4	3.7
Never worked and long-term unemployed	13	11.9
Total	107	98.2
Missing	2	1.8
Final Total	109	100.0

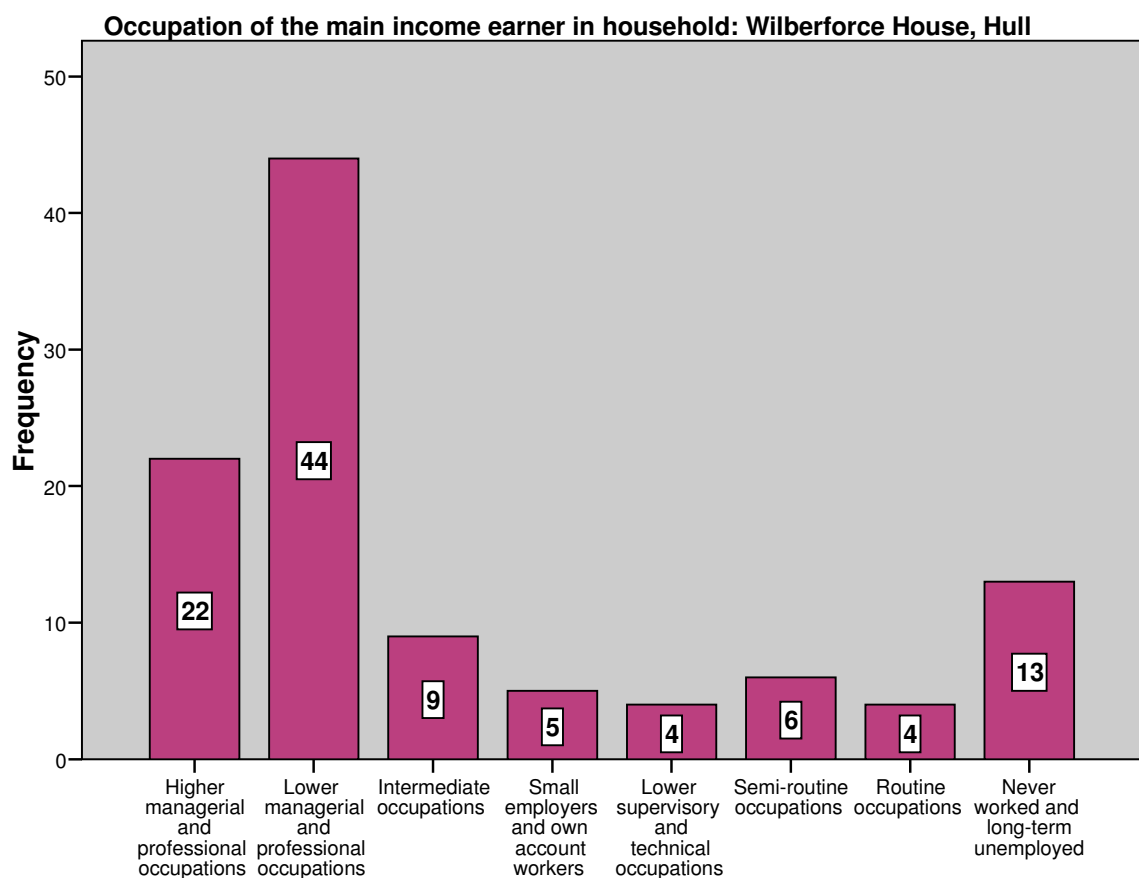


fig. 5: Wilberforce House, Hull: Occupation of the main income earner in the household (sample excludes HEI students)

Education

The proportion of visitors educated to degree level (52.1%) is higher than the national average (46%)¹. Interestingly 16.7% of the interviewees have only GSCE and 4.9% have no formal qualifications (fig. 6).

Highest educational qualification: Wilberforce House, Hull

Education	Frequency	Percent
GCSE/O levels	23	16.0
A Levels	30	20.8
Undergraduate University Degree	42	29.2
Postgraduate University Degree	33	22.9
Trade/Technical Qualification	5	3.5
HNC/HND	4	2.8
No formal qualifications	7	4.9
Total	144	100.0

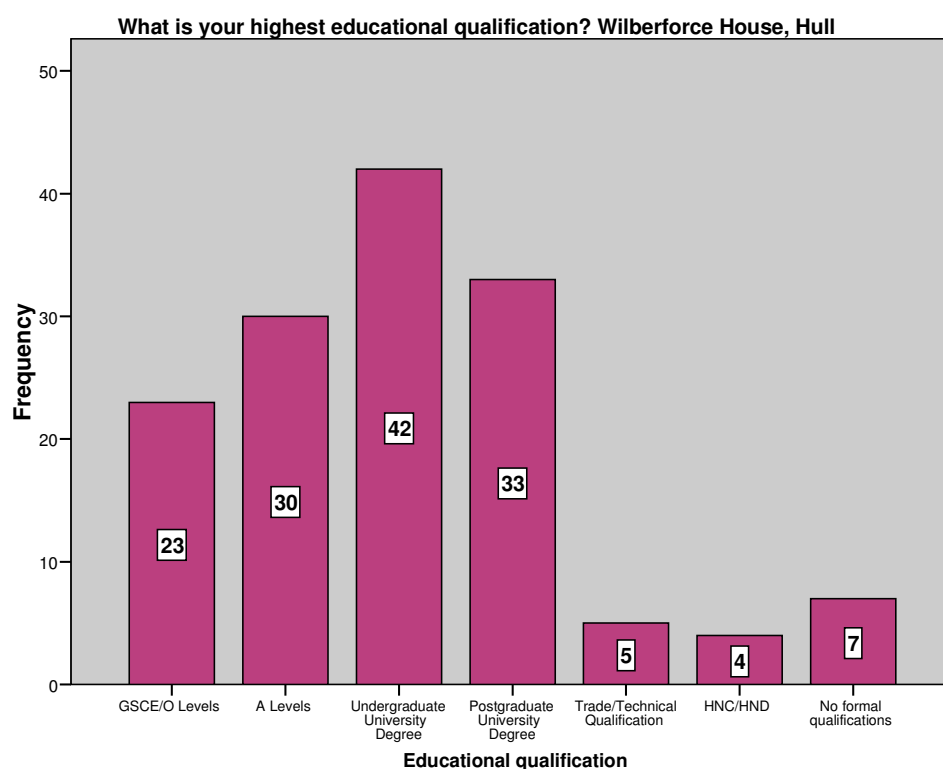


fig. 6: Wilberforce House, Hull: Education (sample includes HEI students)

The proportion of visitors whose highest educational qualification is *A Levels* is significantly lower (only 10.1%) when the sample of HEI students is not taken into consideration (fig. 7).

¹ Museums, Libraries and Archives, 2007

Education	Frequency	Percent
GCSE/O levels	23	21.1
A Levels	11	10.1
Undergraduate University Degree	32	29.4
Postgraduate University Degree	31	28.4
Trade/Technical Qualification	5	4.6
HNC/HND	3	2.8
No formal qualifications	4	3.7
Total	109	100.0

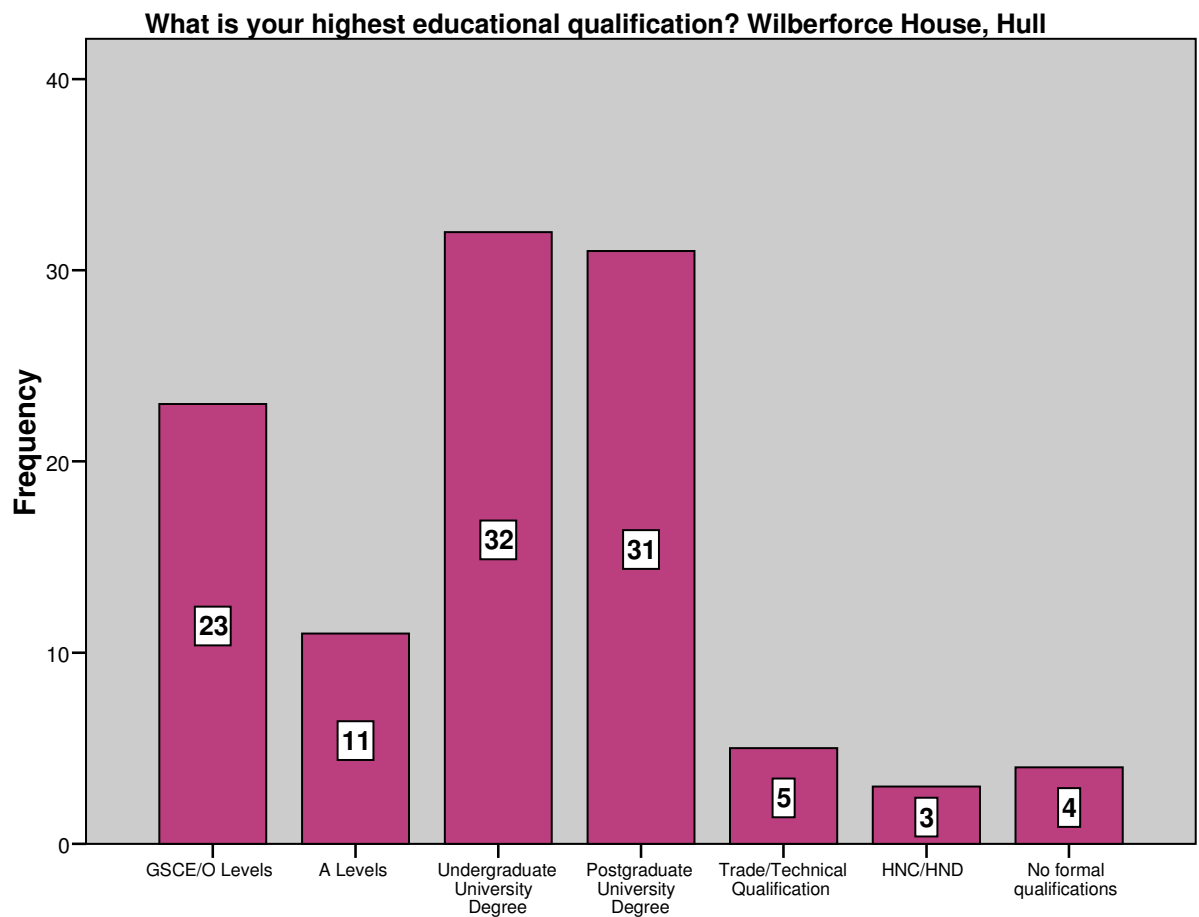


fig. 7: Wilberforce House, Hull: Education (sample excludes HEI students)

Ethnicity

More than nine out of ten visitors were White British (including English, Scottish and Welsh), White Irish or White European, whilst only 5.6 % of the respondents defined themselves as Black or belonging to an ethnic minority (BME) (fig. 8). However, this proportion is slightly above the national average (5%) and above the proportion of ethnic minority residents in the region (4%)².

Ethnic Background: Wilberforce House, Hull

Response	Frequency	Percent
White British, Irish, European	133	92.4
BME	8	5.6
Other international	2	1.4
Total	143	99.3
Missing	1	0.7
Full Total	144	100.0

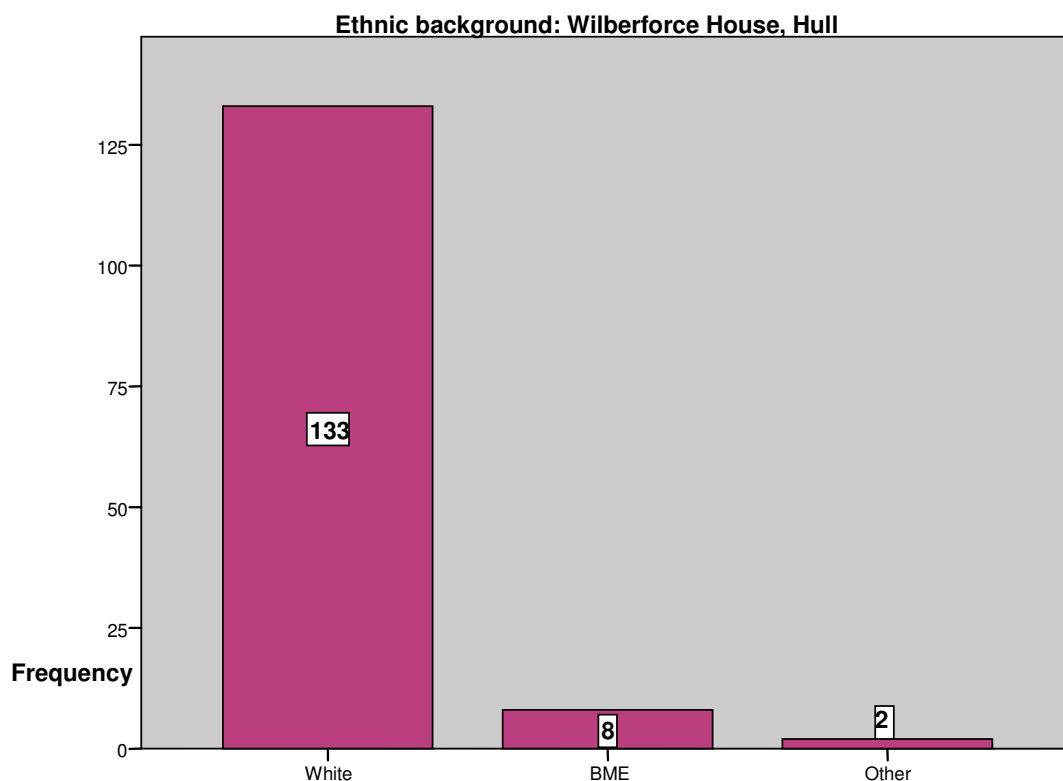


fig. 8: Wilberforce House, Hull: Ethnic background (sample includes HEI students)

² See the official website of Hull City Council, 2007:

http://www.hullcc.gov.uk/portal/page?_pageid=221,134386&_dad=portal&_schema=PORTAL

The proportion though of BME visitors is becoming lower when the sample of HEI students is excluded (only 3.7%) (fig. 9).

Ethnic Background	Frequency	Percent
White	102	93.6
BME	4	3.7
Other	2	1.8
Total	108	99.1
Missing	1	0.9
Total	109	100.0

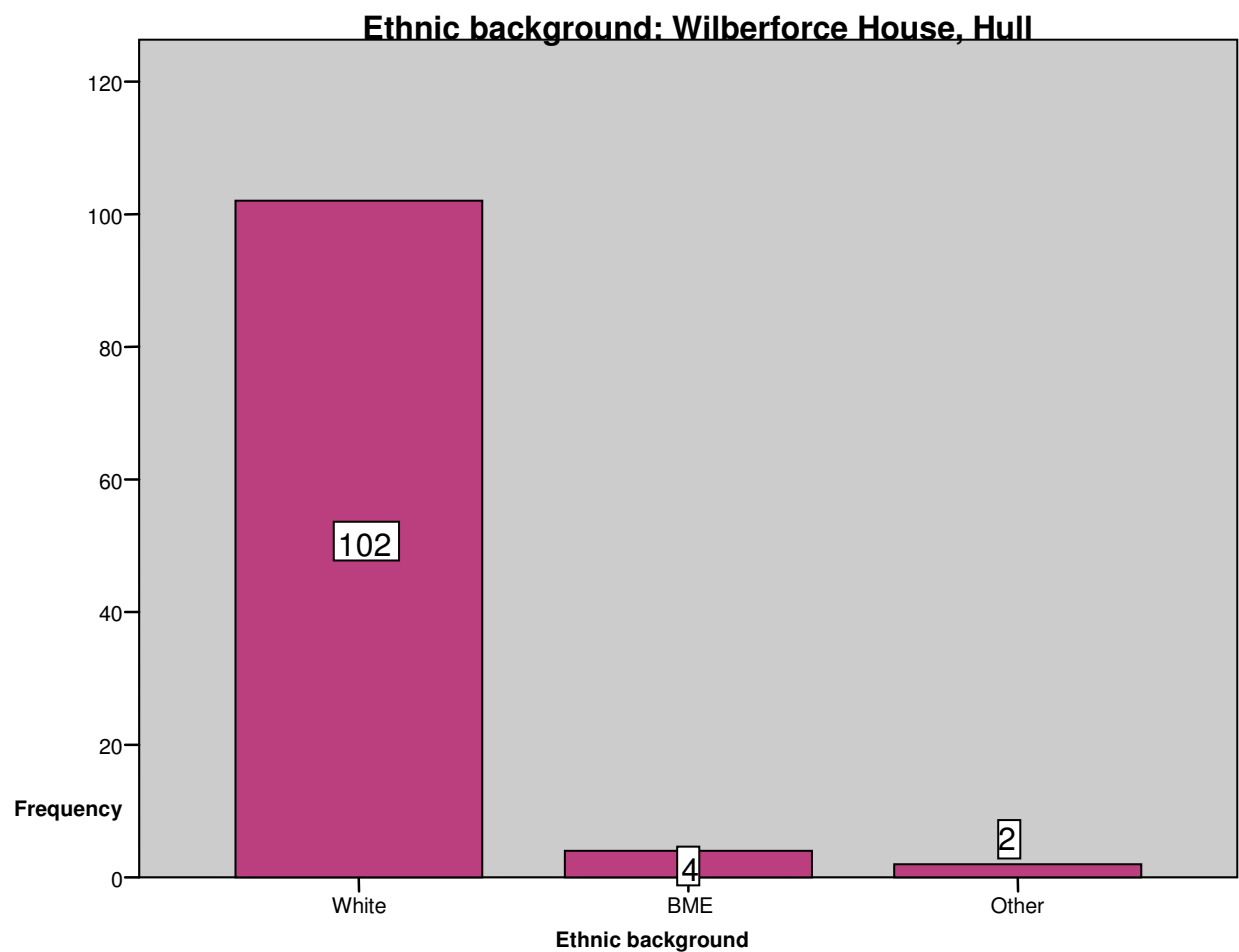


fig. 8: Wilberforce House, Hull: Ethnic background (sample excludes HEI students)

Visitor profiles

Party profile

The majority of the interviewees in Hull (29.2%) visited the museum with other adults. The high percentage of the organised groups (25.7%) again can be explained by the visit of students from the higher educational institutions (see fig. 10).

Group type: Wilberforce House, Hull

Group Type	Frequency	Percent
On my own	10	6.9
Group of adults	42	29.2
Adult family group	19	13.2
Family with children	36	25.0
Organised group	37	25.7
Total	144	100.0

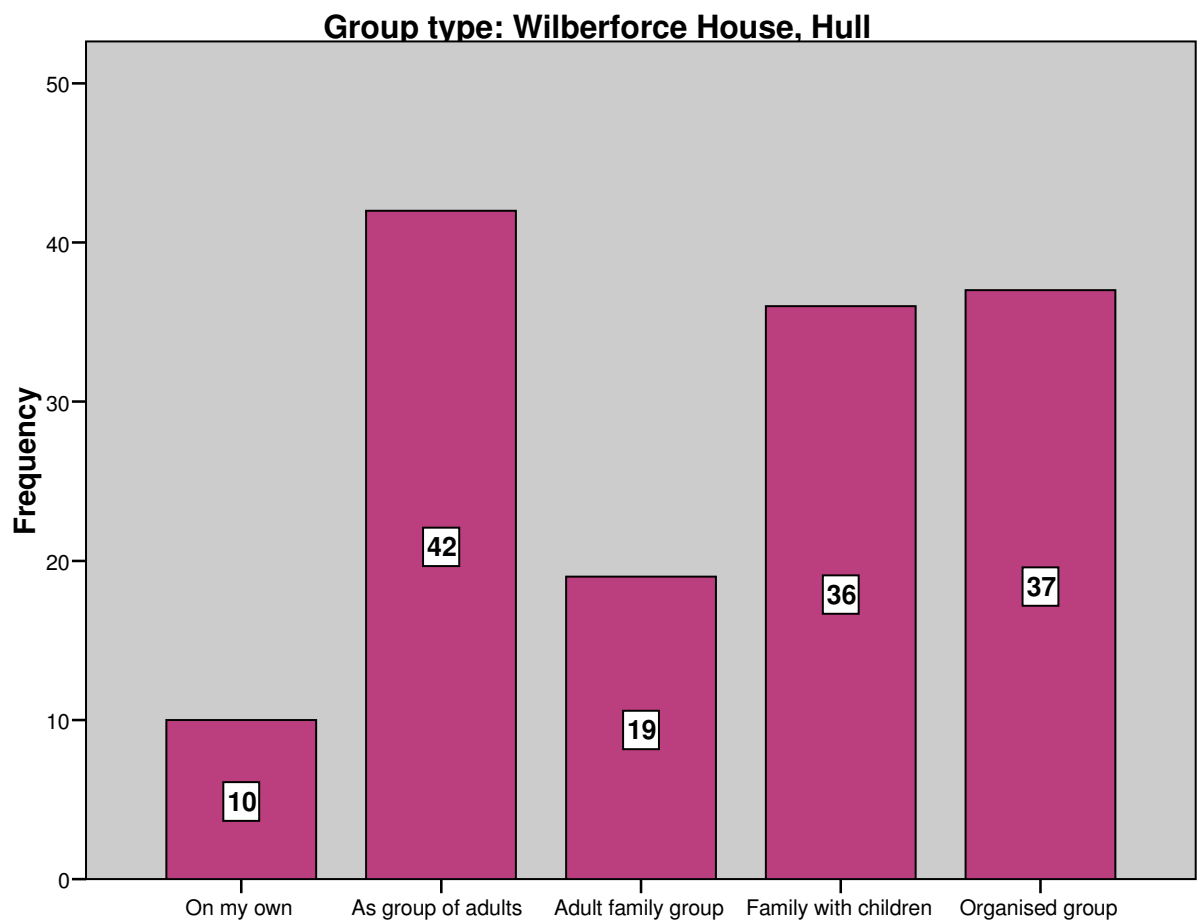


fig. 10: Wilberforce House, Hull: Group type (the sample includes HEI visitors)

Group type	Frequency	Percent
On your own	10	9.2
As group of adults	42	38.5
Adult family group	19	17.4
Family with children	36	33.0
Organised group	2	1.8
Total	109	100.0

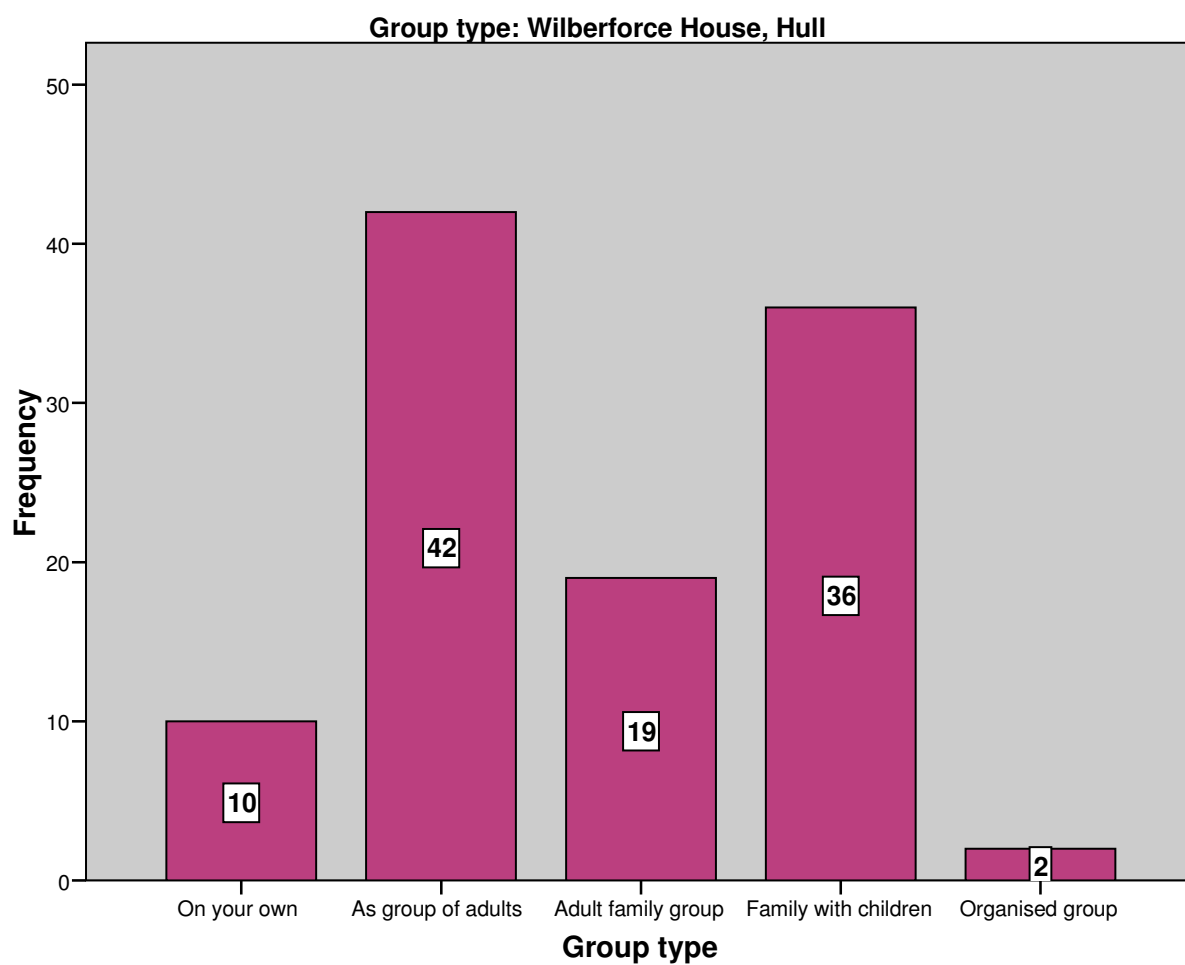


fig. 11: Wilberforce House, Hull: Group Type (sample excludes HEI students)

Origin

Roughly half of the visitors (58.3%) to the Wilberforce House come from England. About a third of visitors (31.9 %) come from Hull, a proportion that is larger than the national result (27%) (fig. 12).

Origin: Wilberforce House, Hull

Origin	Frequency	Percent
Local area	46	31.9
England	84	58.3
Overseas	6	4.2
Total	136	94.4
Missing	8	5.6
Total	144	144

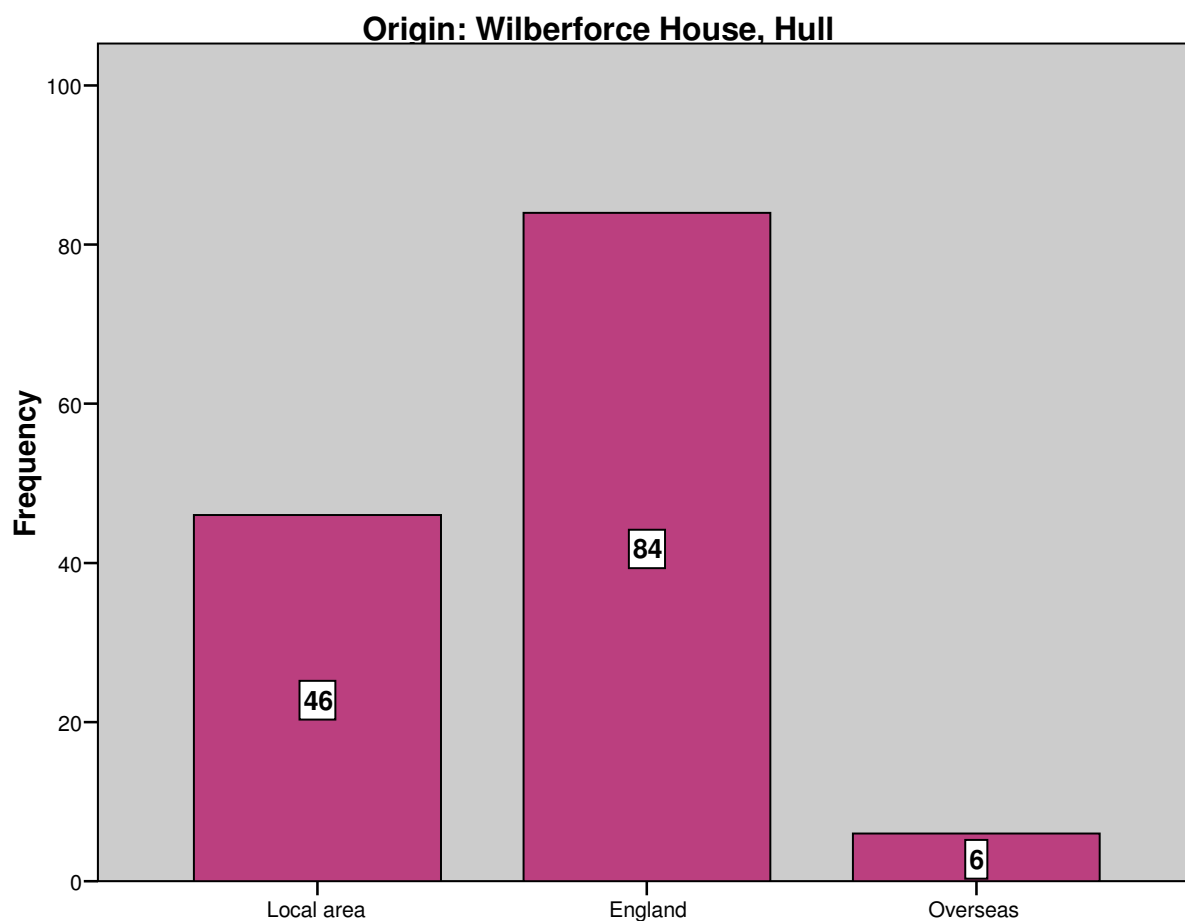


fig. 12: Origin: Wilberforce House, Hull

Roughly half of the visitors (57.6%) stated that they travelled from a home address (fig.13).

Did you travel from home or from a holiday address? Wilberforce House, Hull

Did you travel from home or a holiday address?	Frequency	Percent
Travel from Home	83	57.6
Travel from a holiday address	29	20.1
Travel from the university	32	22.2
Total	144	100.0

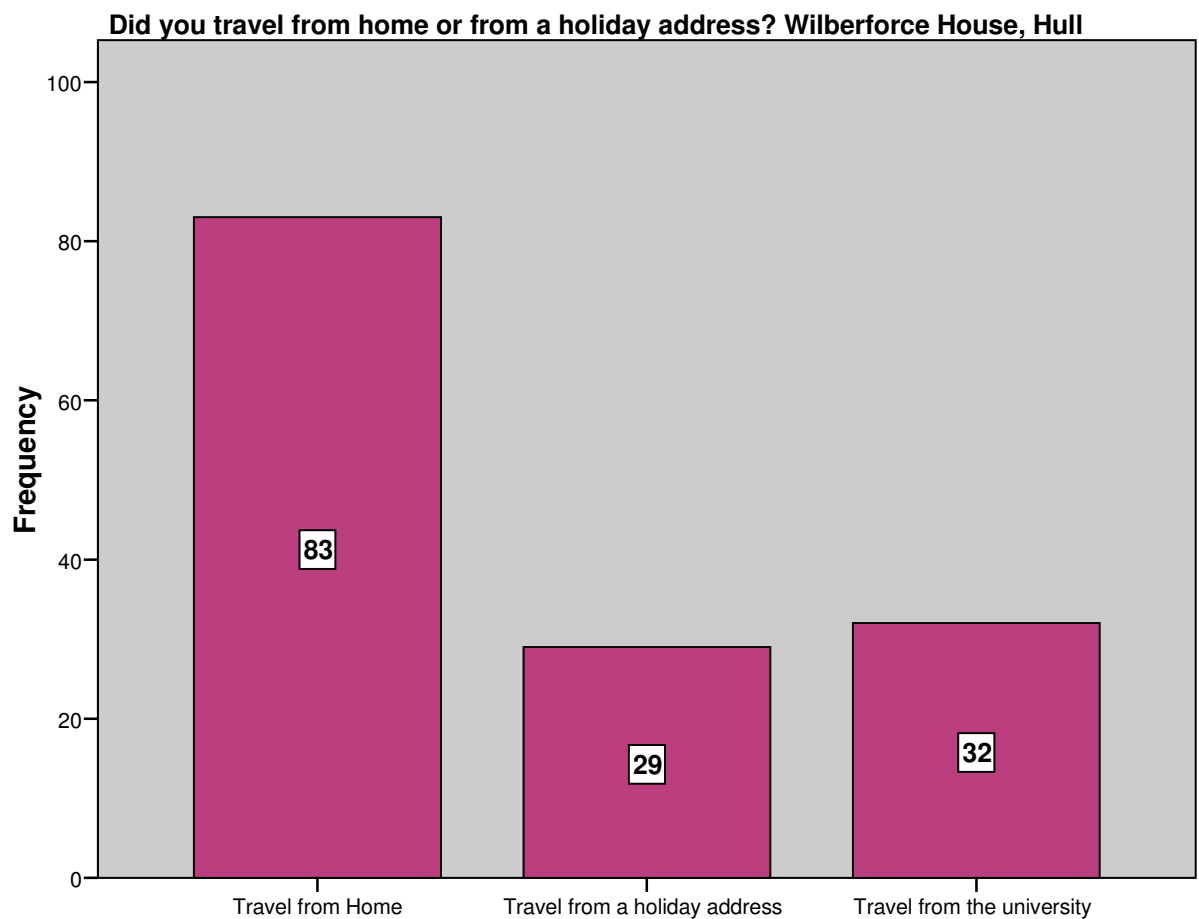


fig. 13: Did you travel from home or from a holiday address? Wilberforce House, Hull (sample includes HEI students)

Museum visiting

First Time or Repeat Visitors

The majority of respondents (71.5%) stated that they had specifically come to the Wilberforce House to see the 1807 exhibition (fig. 14). The result is similar even if the sample of the students is excluded (Table 1).

Did you come specifically to see the slavery exhibition at the Wilberforce House?

Response	Frequency	Percent
Yes	103	71.5
No	39	27.1
Total	142	98.6
Missing	2	1.4
Final Total	144	100

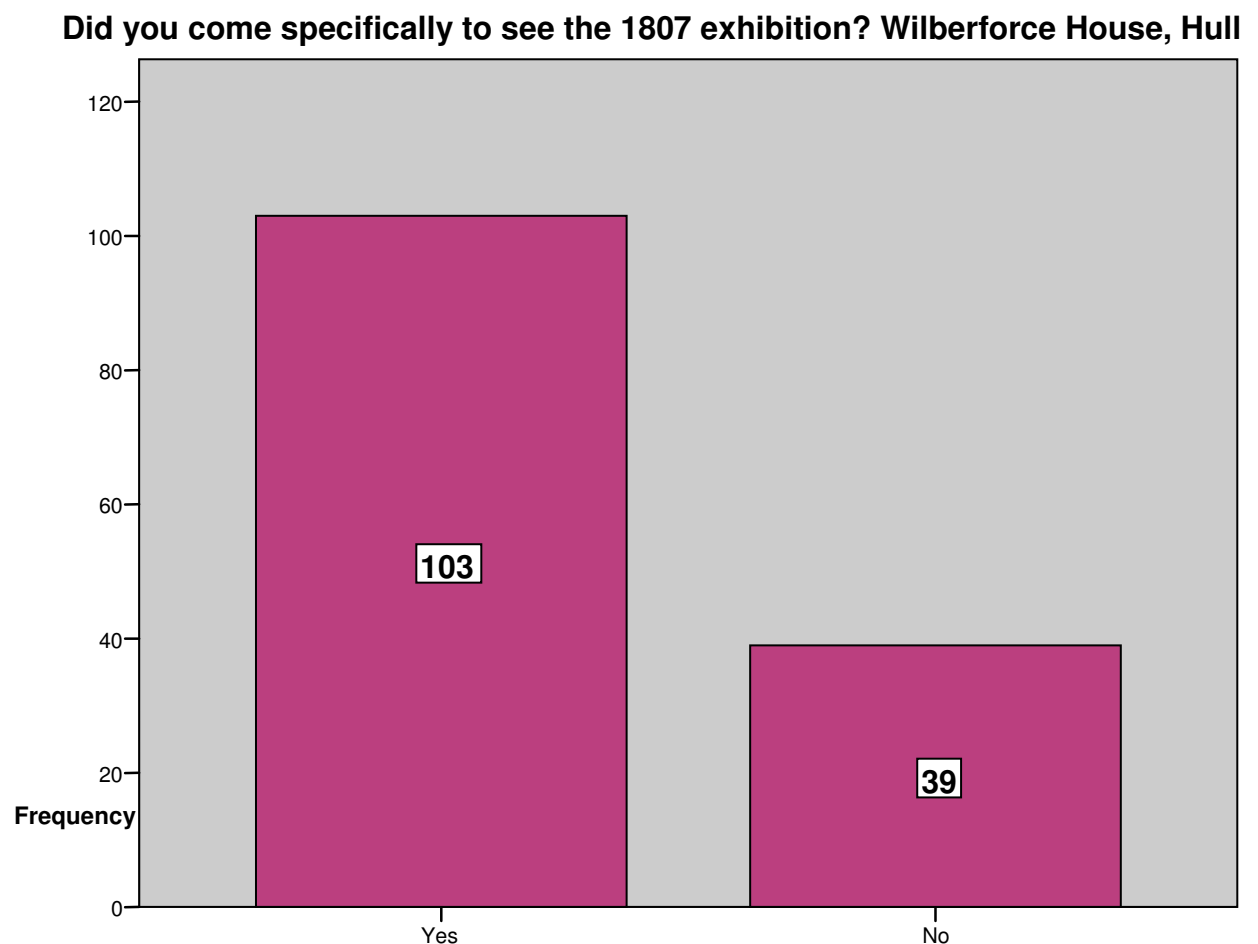


fig. 14: Exhibition visit: Wilberforce House, Hull (sample includes HEI students)

Table 1: Did you come specifically to see the 1807 exhibition? Wilberforce House, Hull

Response	Frequency	Percent
Yes	75	68.8
No	32	29.4
Total	107	98.2
Missing	2	1.8
Total	109	100

About three quarters of the visitors who came specifically to see the ‘1807 exhibition’ had not visited the museum before (Tables 2, 3).

Table 2: Exhibition visit- repeat visit: Wilberforce House, Hull (sample includes HEI students)

		Q: Is this your first visit to the house?		Total
		Yes	No	
Q: Did you come specifically to see the 1807 exhibition?	Yes	74	27	101
	No	28	11	39
	Total	102	38	140

Table 3: Exhibition visit- repeat visit: Wilberforce House, Hull (sample excludes HEI students)

		Q: Is this your first visit to the house?		Total
		Yes	No	Yes
Q: Did you come specifically to see the 1807 exhibition?	Yes	48	26	74
	No	21	11	32
	Total	69	37	106

Visiting trends

The majority of the interviewees (74.3% including HEI students and 76.1% excluding HEI students) described themselves as typical museum visitors, whilst about 3 out of 10 visitors stated that they did not visit museums on a regular basis (fig. 15, Table 4).

Museum and non-museum visitors: Wilberforce House

Response	Frequency	Percent
Museum visitors	107	74.3
Non-museum visitors	37	25.7
Total	144	100.0

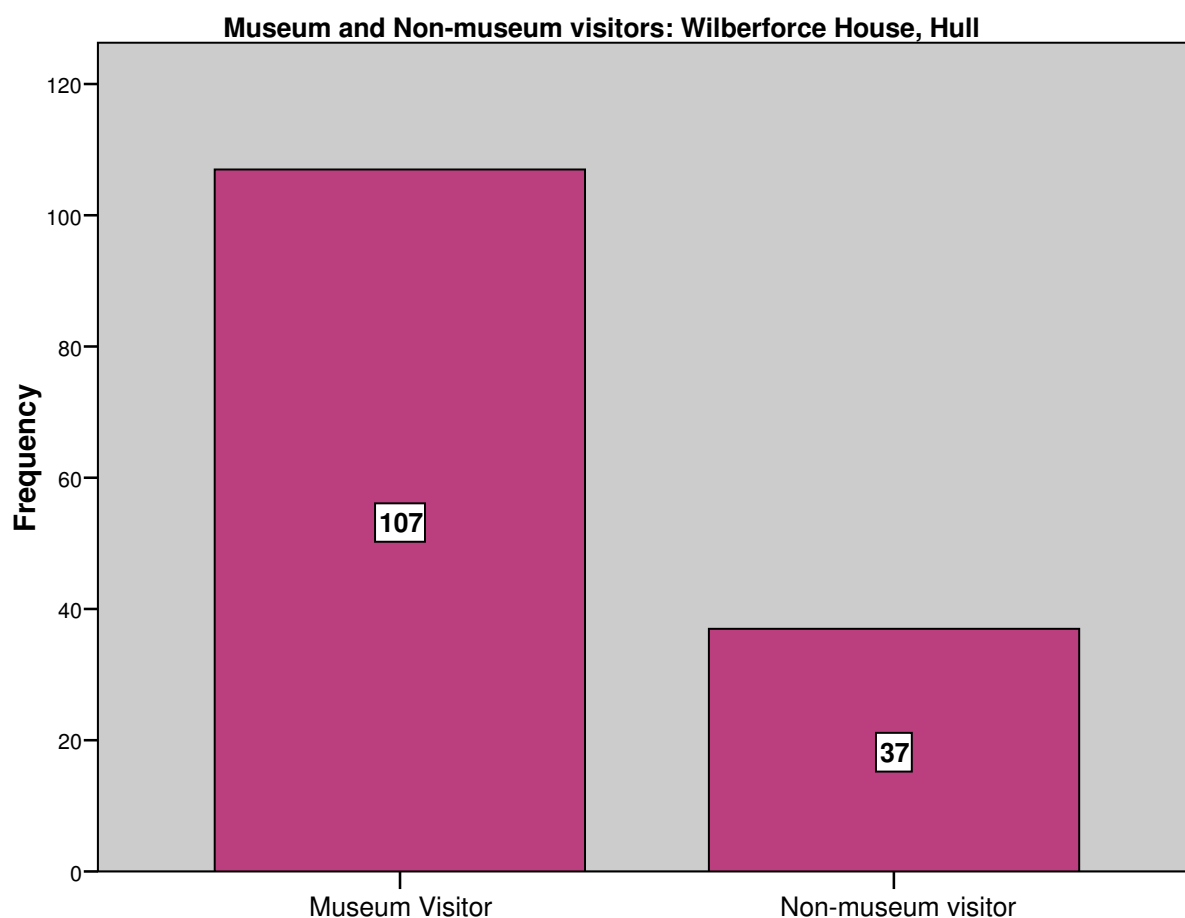


Fig. 15: Museum and non-museum visitors at the Wilberforce House, Hull (sample includes HEI students)

Table 4: Museum and non-museum visitors: Wilberforce House
(sample excludes HEI students)

Response	Frequency	Percent
Museum visitors	83	76.1
Non-museum visitors	26	23.9
Total	109	100.0

The main reasons for visiting the museum stated by were *education in generally* (38.2%%) and *recreation* (23.6%%). (fig. 16). In addition, the majority (76 out of 103) of those who came for the first time to the Wilberforce House defined themselves as regular museum visitors (Table 5, see also Table 6). This indicates that the new exhibition, although attracted a high proportion of people who had not visited the museum before, did not necessarily attract people who do not visit museums on a regular basis.

Table 5: First visit to the House – and museum visit in general (sample includes HEI students)

				Total
		Museum Visitor	Non-museum visitor	
Q: Is this your first visit to the House?	Yes	76	27	103
	No	29	10	39
	Total	105	37	142

Table 6: First visit to the House – and museum visit in general (sample excludes HEI students)

				Total
		Museum Visitor	Non-museum visitor	
Q: Is this your first visit to the House?	Yes	54	16	70
	No	28	10	38
	Total	82	26	108

What are your overall reasons for visiting the exhibition? Wilberforce House, Hull (sample includes HEI students)

Responses	Category	Frequency	Percent
Recreation/leisure	A	34	23.6
Education generally	B	55	38.2
Taking children	C	18	12.5
To find out about Britain's role in slavery	D	15	10.4
To mark the abolition of Britain's involvement in the slave trade	E	5	3.5
Think about the lives of enslaved Africans, what they endured and achieved	F	5	3.5
Other	G	12	8.3
Total	-	144	100

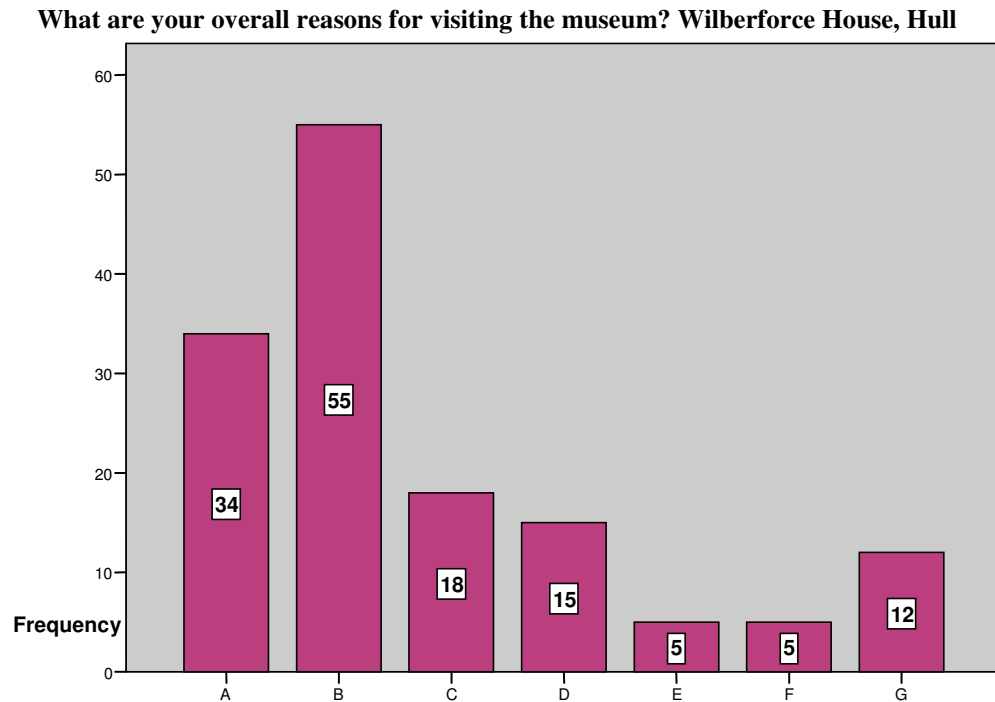


fig. 16: Reasons for visiting the Wilberforce House, Hull (sample includes HEI students)

The figures are slightly different when HEI students are excluded from the sample (Table 7). The majority answered recreation (31.2%) although again a significant percentage of the visitors stated that came for education (27.5%). Taking the children (16.5%) and finding out about Britain's role in slavery was the next most frequent answer (13.8%).

Table 7: What were your overall reasons for visiting the exhibition? Wilberforce House, Hull (sample excludes HEI students)

Response	Frequency	Percent
Recreation/leisure	34	31.2
Education generally	30	27.5
Taking the children	18	16.5
To find out about Britain's role in slavery	15	13.8
To mark the abolition of Britain's involvement in the slave trade	5	4.6
Think about the lives of enslaved Africans, what they endured and achieved	5	4.6
Other	2	1.8
Total	109	100.0

The majority of those who visited the museum for the first time were White British (94 out of 103) (including Scottish, Irish and other European) while only 7 visitors defined themselves as Black or as belonging to an ethnic minority group (Table 8). Similarly, 36 out of 37 visitors who stated that they do not usually visit museums were White (Table 9).

Table 8: Museum/ Non-museum visitors and ethnic background: Wilberforce House, Hull (sample includes HEI students)

		Q: Is this your first to the Wilberforce House?		Total
		Yes	No	
Ethnic background	White	94	37	131
	BME	7	1	8
	Other	2	0	2
	Total	103	38	141

Table 9: Ethnic background and museum visiting: Wilberforce House, Hull

		Museum Visitor	Non-museum visitor	Total
Ethnic background	White	97	36	133
	BME	7	1	8
	Other	2	0	2
	Total	106	37	143

More than half of the interviewees who stated that their visit to the House was the first one held higher and lower managerial professional occupations (63 out of 103) (Table 10). Similarly, half of the respondents who stated that they do not visit museums on a regular basis (18 out of 37) held higher and lower managerial professional occupations (Table 11).

Table 10: Occupation of Museum and Non-museum visitors: Wilberforce House, Hull

		Is this your first visit to the house?		Total
		Yes	No	
Occupation	Higher managerial and professional occupations	20	9	29
	Lower managerial and professional occupations	43	13	56
	Intermediate occupations	10	2	12
	Small employers and own account workers	5	1	6
	Lower supervisory and technical occupations	4	2	6
	Semi-routine occupations	5	4	9
	Routine occupations	3	2	5
	Never worked and long-term unemployed	13	4	17
Total		103	37	140

Table 11: Occupation and museum visiting: Wilberforce House (sample includes HEI students)

				Total
		Museum Visitor	Non-museum visitor	
Occupation	Higher managerial and professional occupations	26	4	30
	Lower managerial and professional occupations	43	14	57
	Intermediate occupations	7	5	12
	Small employers and own account workers	5	1	6
	Lower supervisory and technical occupations	5	1	6
	Semi-routine occupations	6	3	9
	Routine occupations	2	3	5
	Never worked and long-term unemployed	11	6	17
Total		105	37	142

Roughly half of the visitors who came for the first time to the museum hold a university degree (53 out of 103) (Table 12) while a significant percentage of the respondents hold only GCSE's (17 out of 103) and A Levels (26 out of 103). The latter is significantly different (only 8 out of 103) when the sample of HEI students is excluded (Table 13).

Table 12: Education and exhibition visit: Wilberforce House, Hull (sample includes HEI students)

		Is this your first visit to the Wilberforce House?		Total
		Yes	No	
Education	GSCE/O Levels	17	6	23
	A Levels	26	4	30
	Undergraduate University Degree	27	15	42
	Postgraduate University Degree	26	5	31
	Trade/Technical Qualification	2	3	5
	HNC/HND	1	3	4
	No formal qualifications	4	3	7
Total		103	39	142

Table 13: Education and exhibition visit: Wilberforce House, Hull

Educational Qualification	Is this your first visit to the Wilberforce House?		Total
	Yes	No	
GSCE/O Levels	17	6	23
A Levels	8	3	11
Undergraduate University Degree	17	15	32
Postgraduate University Degree	25	5	30
Trade/Technical Qualification	2	3	5
HNC/HND	0	3	3
No formal qualifications	1	3	4
Total	70	38	108

Similarly the majority of the non-museum visitors held a university degree (17 out of 37). However, despite the small sample, it is interesting that 5 out of 7 respondents with no formal qualifications defined themselves as regular museum visitors (Table 14).

Table 14: Education and museum visiting: Wilberforce House, Hull

Education			Total
	Museum Visitor	Non-museum visitor	Museum Visitor
GSCE/O Levels	19	4	23
A Levels	20	10	30
Undergraduate University Degree	31	11	42
Postgraduate University Degree	27	6	33
Trade/Technical Qualification	3	2	5
HNC/HND	2	2	4
No formal qualifications	5	2	7
Total	107	37	144

Findings: social inclusion

Some preliminary findings regarding the social inclusion in museums can be made although the results are indicative rather than absolute. Social inclusion is examined on the basis of educational level, occupation status, typical museum or non-museum goer and ethnicity.

The Hull Wilberforce house is mainly a local museum. The majority of the visitors are White, regular museum visitors who hold high educational qualifications and higher or lower managerial professional occupations. The analysis of the total sample showed that the proportion of visitors belonging to ethnic minority groups (5.7%) is slightly higher than the proportion of the ethnic minority population in Hull (4%). However, the statistical analysis of the sample that excluded HEI students revealed that the proportion of visitors belonging to ethnic minority groups (3.7%) is slightly below the ethnic minority population in Hull.