

Experience of museums and science centres by adults in Northern Ireland

Annual Report



Findings from the
Continuous Household Survey 2014/15

DCAL Findings 06/2015-16

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Key findings

- Over four-fifths (85%) of adults have been to a museum in Northern Ireland in their lifetime.
- Nearly half of the adult population (48%) had visited a museum or science centre within the last year. There was no difference found between the proportions of men (48%) and women (49%) who had done so.
- More than a third of adults (35%) had been to one or more of the National Museums Northern Ireland museums within the last year.
- A quarter of the adult population (26%) had been to one or more local museums in Northern Ireland within the last year. Fifteen per cent of adults had been to W5 or the Armagh Planetarium at least once within the previous year.
- Two-fifths of adults (40%) cited “to see a specific exhibition or display” as the reason for going to a museum or science centre.
- Almost three-quarters (73%) of the adult population were satisfied with museum provision in Northern Ireland, with only 1% stating they were dissatisfied.



Introduction

The Department of Culture, Arts and Leisure (DCAL) is committed to ensuring the highest standards for museums and continuing to develop them as attractions for the local population and for visitors. DCAL leads policy development in relation to the museum sector and provides support for museums through its Arms Length Bodies.

The Northern Ireland Museum Policy states that DCAL's vision for museums is a coordinated and sustainable museum sector that:

- develops, preserves and interprets its collections to the highest possible standards,
- delivers quality services that inspire, educate and engage local, national and international visitors and
- harnesses its strengths and diversity to support economic, social and cultural development.

The practical steps needed to achieve this vision are set out in the Museums Policy Implementation Plan which was published in 2012. This Implementation Plan applies to all accredited museums in Northern Ireland.

There are forty-one museums in Northern Ireland recognised under the Museum Accreditation Scheme. National Museums Northern Ireland (NMNI) holds collections of national significance. In 2014/15, it had four main sites: the Ulster Museum, the Ulster Folk & Transport Museum, the Ulster American Folk Park and Armagh County Museum.

There are eighteen local authority museums and nineteen independently or voluntary run museums across Northern Ireland. The Northern Ireland Museums Council (NIMC) supports these museums in maintaining and improving their standards of collections care and public service, and to promote a coherent framework of museum provision. The Council provides grant assistance to local museums in support of their programmes, research on collections and the acquisition of objects. It also offers training, advice and information, undertakes research, maintains the

standards programme (the Museum Accreditation Scheme) and is the principal advocate for the local museum sector.

In addition to museums, DCAL also provides financial support for the Armagh Planetarium and some financial support to W5 - Interactive Science and Discovery Centre. Both W5 and the Armagh Planetarium are considered as science centres in this report.

Findings from the Continuous Household Survey 2014/15

This report presents the findings from the 2014/15 Continuous Household Survey (CHS) in relation to museum visits by the adult population in Northern Ireland. The information will be used to help inform policy making and the equality monitoring of museums provision.

More information relating to the CHS, methodology and the interpretation of the figures can be found in the technical notes in Appendix 1. The data tables are included in Appendix 2 and are also available in Excel format. The museum questions asked in the 2014/15 CHS are included in Appendix 3.

Visits to museums and science centres

Visited a museum in their lifetime

Over four-fifths (85%) of adults have been to a museum in Northern Ireland in their lifetime, with similar proportions of men (86%) and women (85%) having done so. Considering age, similar proportions of those aged 55-64 years and those aged 65 years and over had been to a museum in their lifetime, but both groups were less likely than any other age group to have done so (Figure 1).

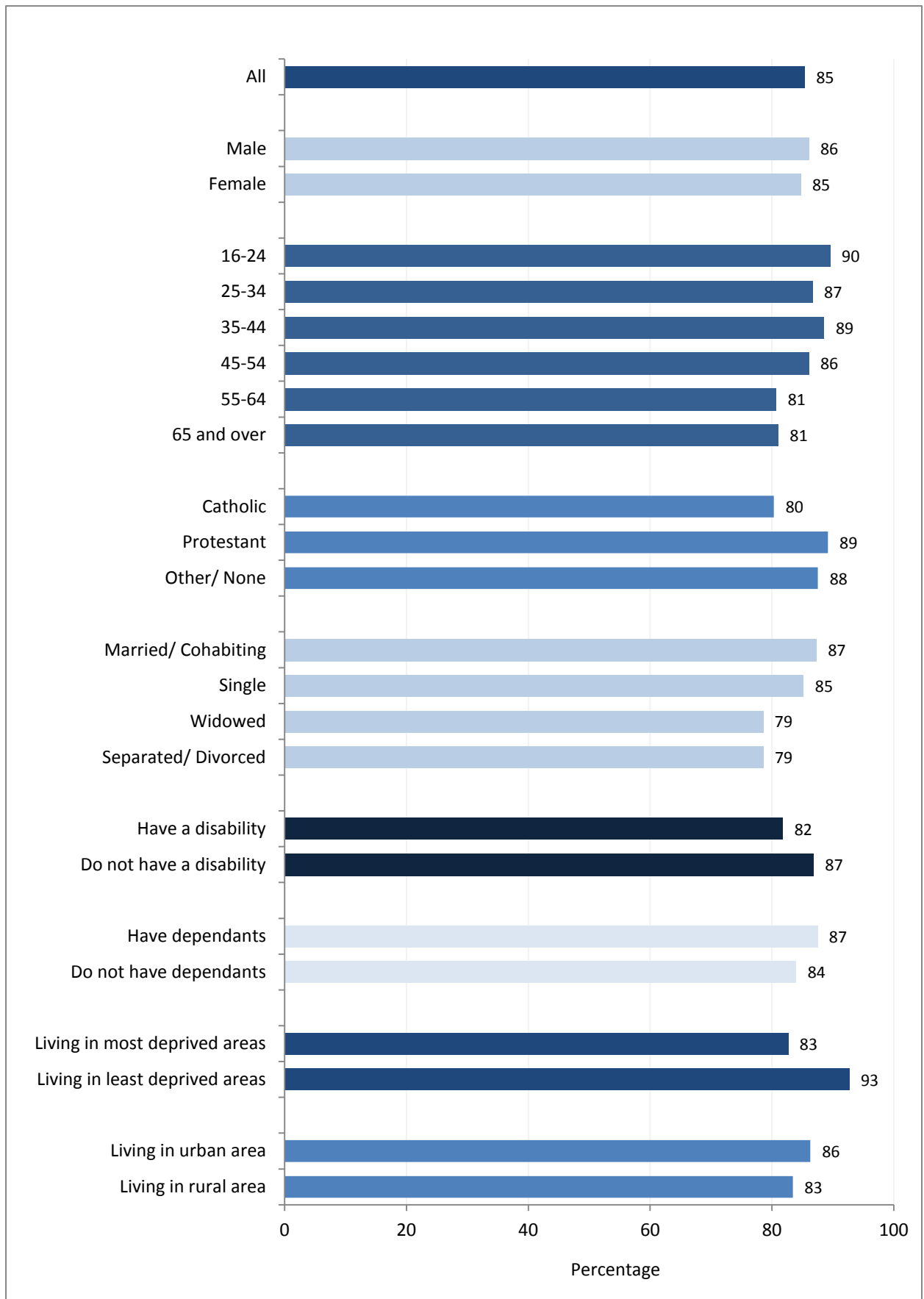
There was no difference between the proportions of married / cohabiting (87%) and single adults (85%) who stated that they had been to a museum in their lifetime. However, both these groups were more likely than separated / divorced (79%) or widowed (79%) marital status groups.

A higher proportion of Protestant adults (89%) and adults who stated their religion as other or none (88%) had visited a museum in their lifetime than Catholic adults (80%).

The proportion of adults who do not have a disability and had been to a museum in their lifetime (87%) was higher than those who have a disability and had ever been to a museum (82%).

Analysis by location shows that adults living in rural areas (83%) were less likely to have been to a museum in Northern Ireland in their lifetime than those living in urban areas (86%). In addition, adults living in the most deprived areas (83%) were less likely to have been to a museum in Northern Ireland in their lifetime than those who live in the least deprived areas (93%) (Figure 1).

Figure 1 Ever visited a museum in Northern Ireland



Museum or science centre visits in the last year

Nearly half of the adult population (48%) had visited a museum or science centre in the last year, with no difference between the proportion of women (49%) and men (48%) who had done so.

Adults aged 65 years and over were less likely than any other age group to have been to a museum or science centre within the last year (34%).

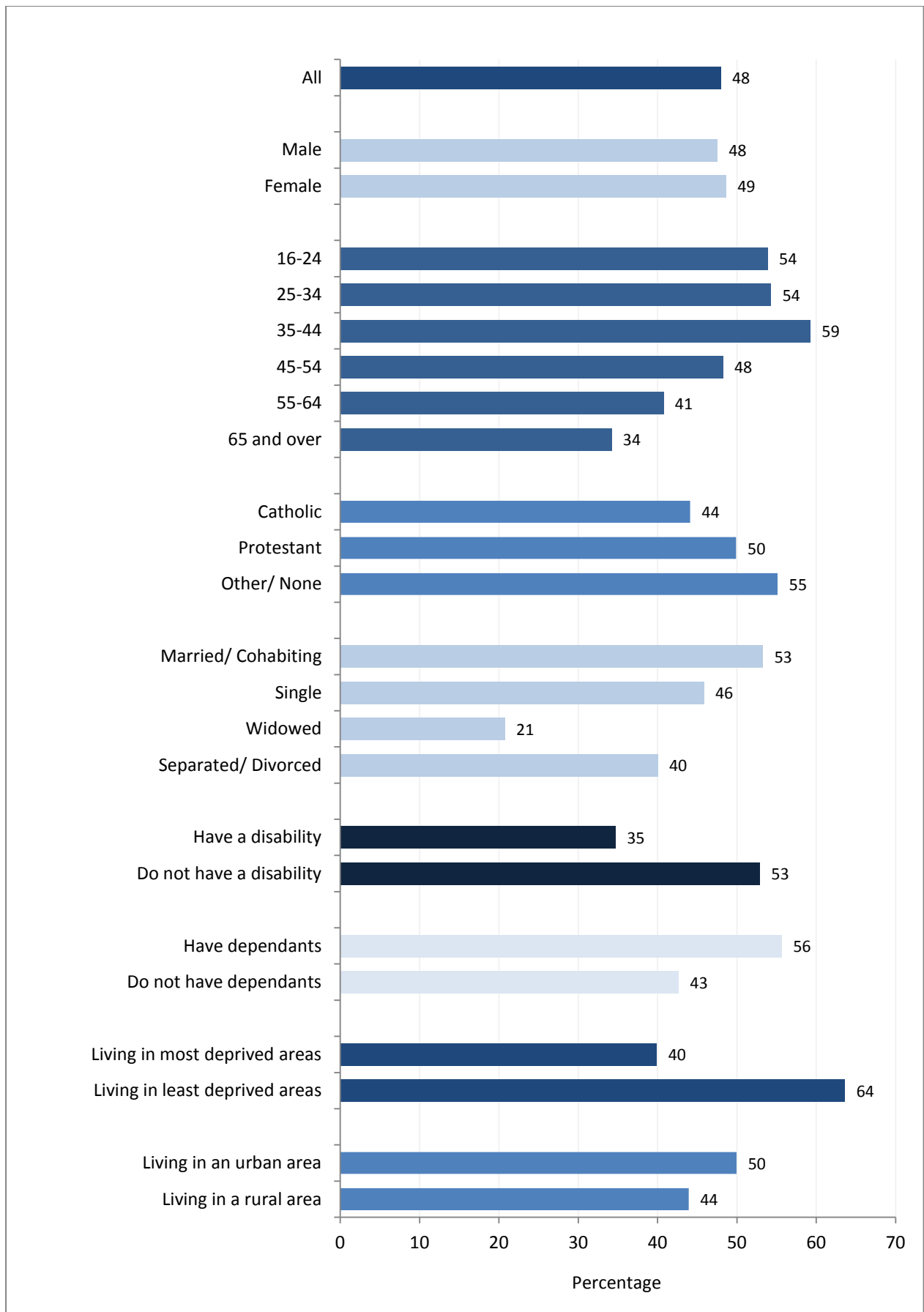
Catholic adults (44%) were less likely than Protestant adults (50%) and those who gave their religion as 'other / none' (55%) to have visited a museum or science centre within the last year. There was no difference found between Protestants adults and adults who gave their religion as 'other / none'.

A higher proportion of adults who gave their religion as other or none had visited a museum or science centre within the last year (55%) than More than half (53%) of married / cohabiting adults had been to a museum or science centre within the last year, a higher proportion than any other marital status category. In contrast, widowed individuals were the least likely marital status group to have attended a museum or science centre within the last year (21%).

Adults who have dependants were more likely to have been to a museum or science centre within the last year (56%) than those who do not have dependants (43%). Likewise, adults who do not have a disability were more likely to have visited a museum in the last year (53%) than those who have a disability (35%).

The proportion of adults living in the most deprived areas who had been to a museum or science centre last year (40%) was lower than the proportion of adults living in the least deprived areas who had done so (64%). Similarly, individuals living in rural areas (44%) were less likely to have been to a museum or science centre in the last year than those living in urban areas (50%) (Figure 2).

Figure 2 Visited a museum or science centre in Northern Ireland within the last year

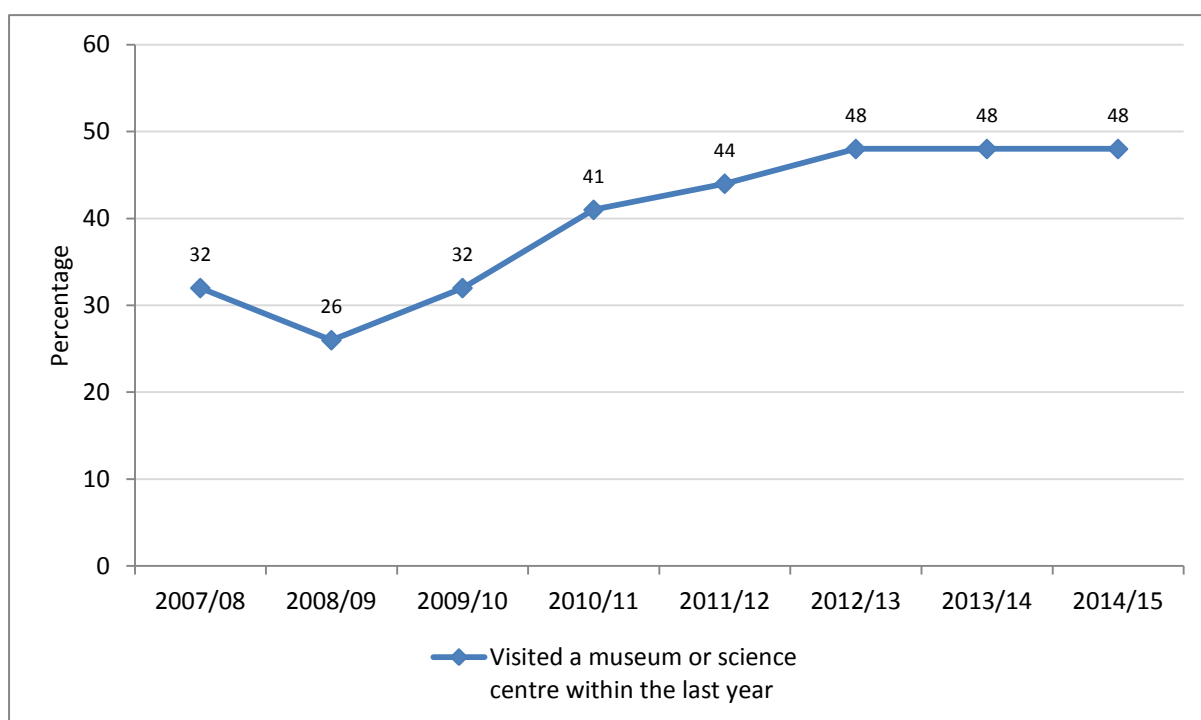


Trends in museum visits

There was no change in the proportion of the adult population who had visited a museum or science centre in 2014/15 when compared with 2013/14 (both 48%). However, there were decreases found amongst adults who are widowed (33% to 21%) and amongst adults who have a disability (40% to 35%).

Analysis of the longer term trend shows an increase in the proportion of adults who had visited a museum or science centre within the previous year, from 32% in 2007/08 to 48% in the three years from 2012/13. It should be noted that in 2011/12 the question was extended to include the Armagh Planetarium. However, the proportion of the population attending this science centre is relatively low.

Figure 3 Visited a museum or science centre 2007/08-2014/15

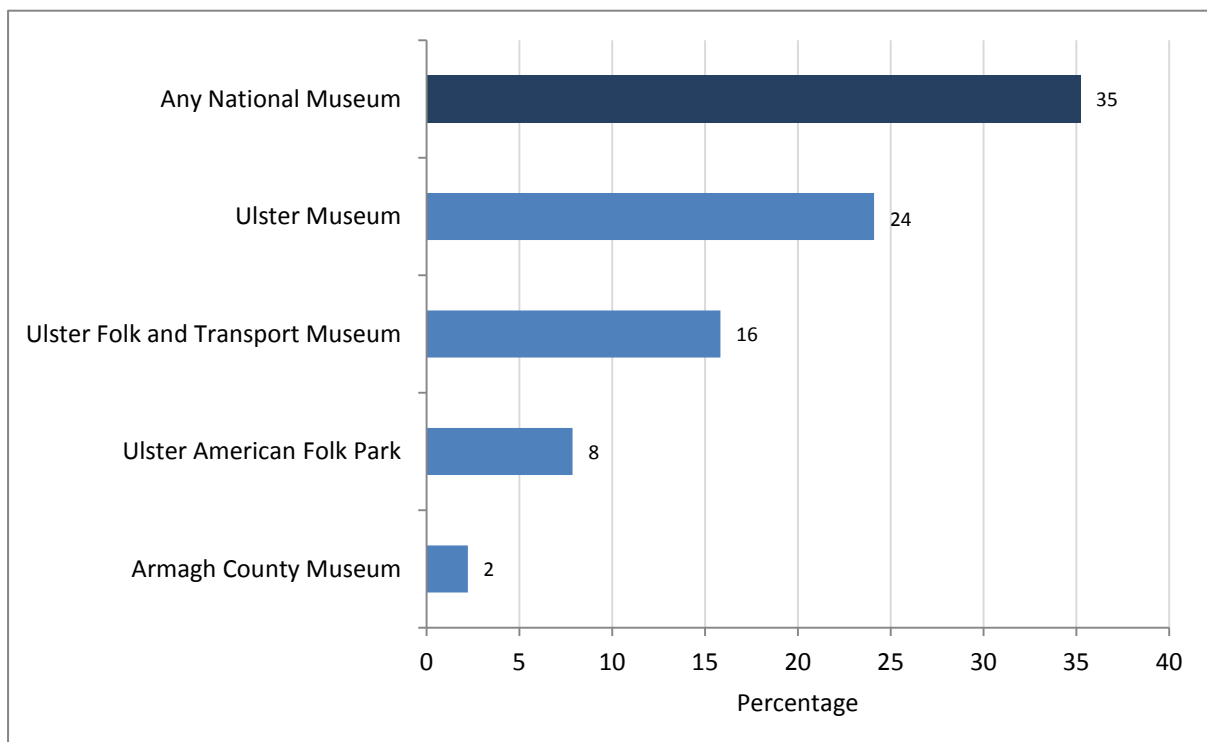


Note: The Ulster Museum was closed for refurbishment in 2008/09 which could partly explain the decrease in attendance at museums. The list of museums and science centres included in the question was extended in 2011/12 to include the Armagh Planetarium. As a result, the figures for 2007/08-2010/11 are not directly comparable with those for 2011/12-2014/15.

Visited a National Museums Northern Ireland museum

In 2014/15, National Museums Northern Ireland (NMNI) had four museums across Northern Ireland. More than a third of adults (35%) had been to one or more of the NMNI museums within the last year. The most popular NMNI museum was the Ulster Museum which attracted almost a quarter (24%) of the adult population to at least one visit within the previous year. The Ulster Folk & Transport Museum was the next most popular NMNI museum with just under a sixth (16%) of adults having visited this museum within the last year. Fewer than one in every ten adults (8%) had visited the Ulster American Folk Park, while 2% had visited the Armagh County Museum in the last year.

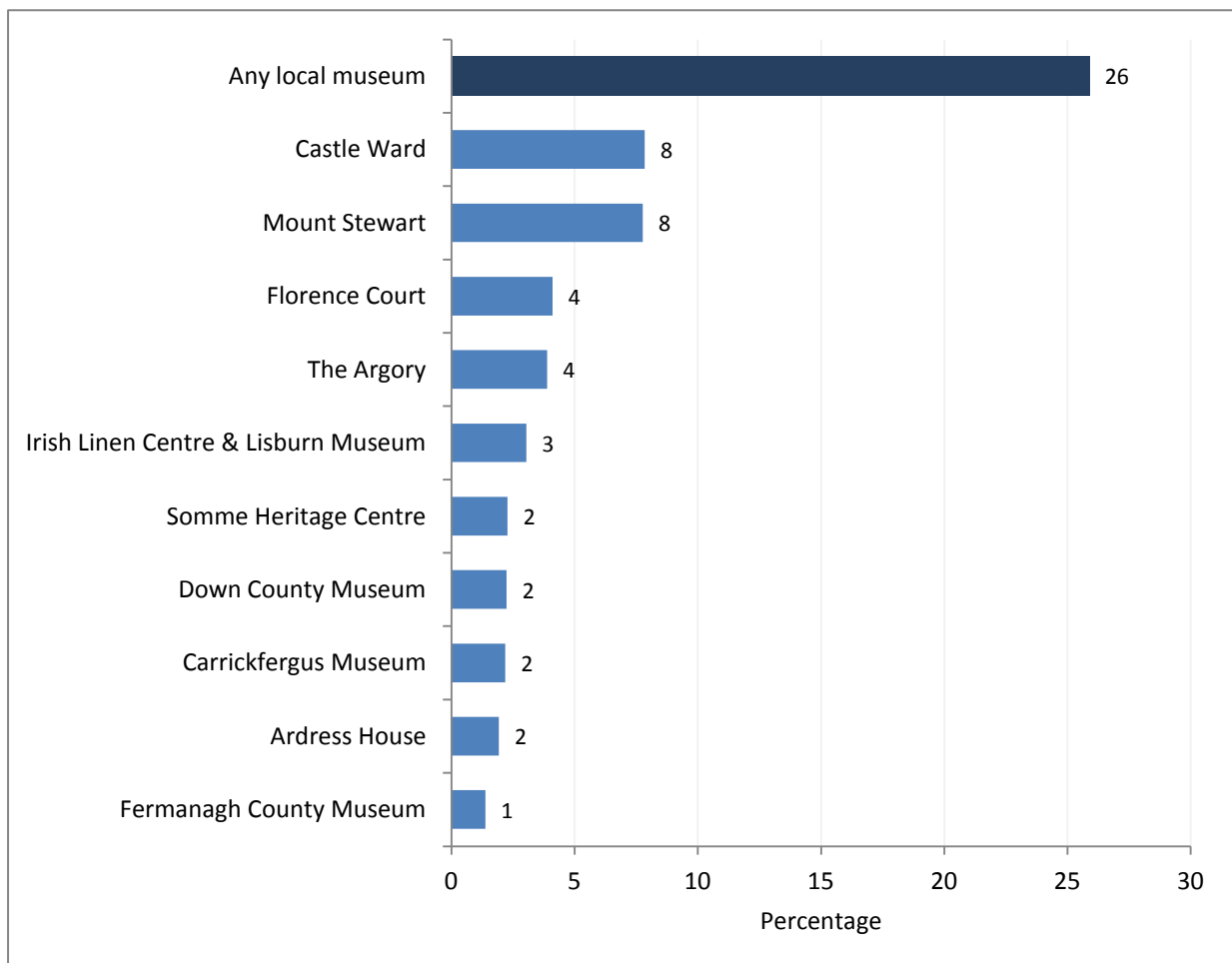
Figure 4 Visited a National Museum within the last year



Visited a local museum

Over a quarter of the adult population (26%) had been to one or more local museums in Northern Ireland within the last year. As in 2013/14, Castle Ward and Mount Stewart were the most popular local museums, with each being visited by 8% of adults within the last year. The next most popular local museums were Florence Court (4%), the Argory (4%), and the Irish Linen Centre & Lisburn Museum (3%) (Figure 5).

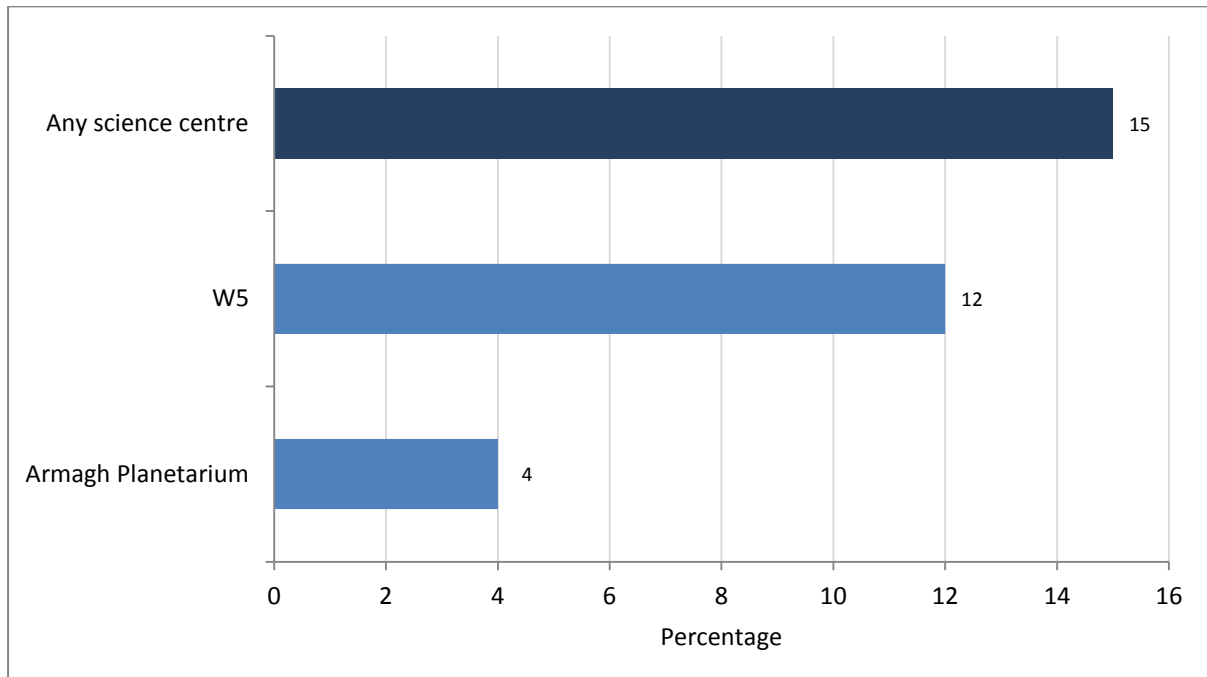
Figure 5 Top 10 local museums visited within the last year



Visited a science centre

Fifteen per cent of the adult population had been to W5 or the Armagh Planetarium within the last year. The most popular of these two science centres was W5, with 12% of adults stating that they had visited this venue at least once in the previous year. The Armagh Planetarium was visited by 4% of the adult population.

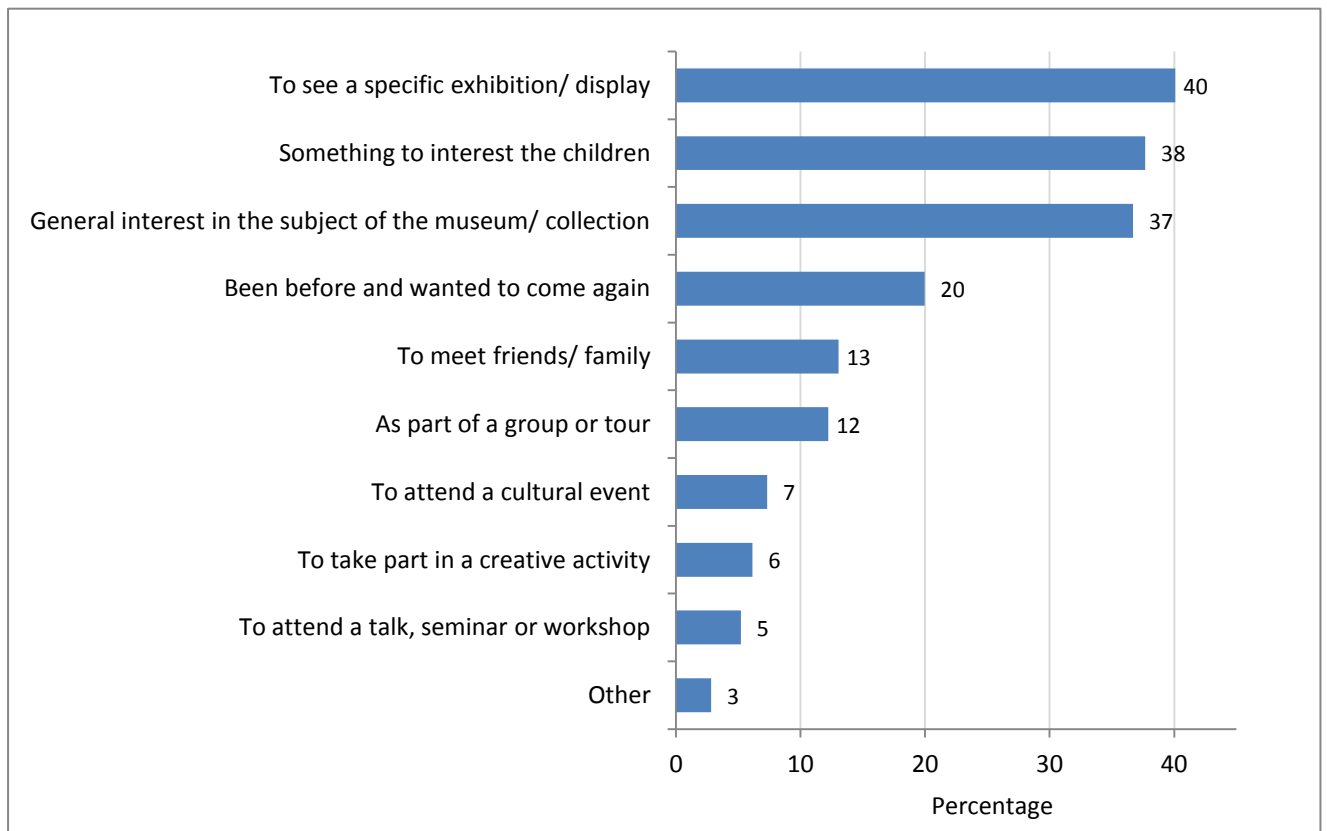
Figure 6 Visited a science centre within the last year



Reasons for visits to museums

Those who had attended a museum or science centre within the last year were asked their reasons for doing so. Two-fifths of adults (40%) cited “to see a specific exhibition or display”, with the next most popular responses being “something to interest the children” (38%) and “general interest in the subject of the museum / collection” (37%).

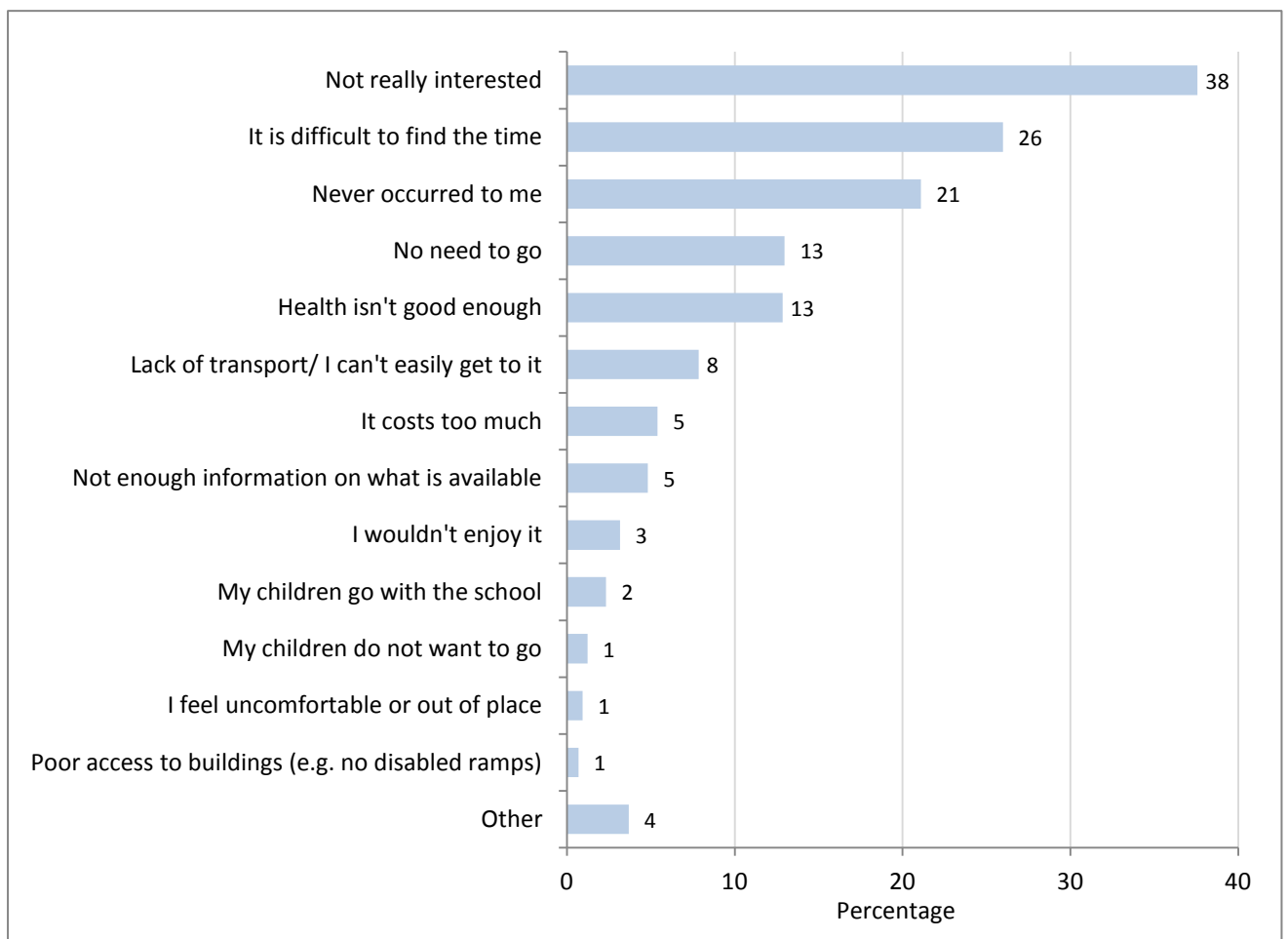
Figure 7 Reasons for visiting a museum or science centre



Barriers to museum visits

Adults who had not visited a museum within the last year were asked what put them off. Almost two-fifths (38%) stated that they were “not really interested” whilst over a quarter (26%) said that “it’s difficult to find the time”. More than a fifth (21%) stated that it had never occurred to them (Figure 8).

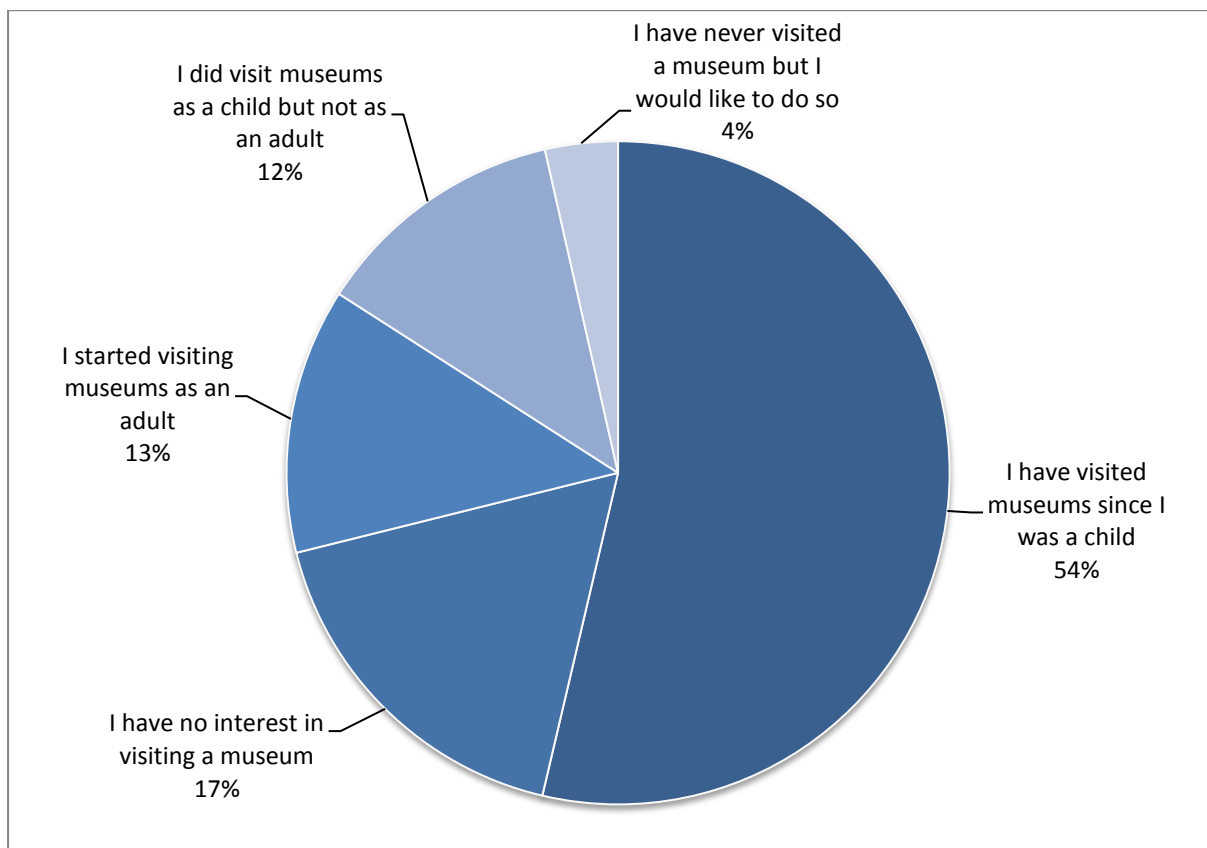
Figure 8 Barriers to museum visits



Previous experience of visiting museums

Adults were asked to choose a statement which best describes their experience of museums. Over half (54%) chose “I have visited museums since I was a child” as the most-fitting statement, while 13% chose “I started visiting museums as an adult”. More than one in ten adults (12%) stated that they visited museums as a child, but not as an adult. Approximately one in every six adults (17%) chose “I have no interest in visiting a museum”, while the most-fitting statement chosen by 4% of adults was “I have never visited a museum but I would like to do so” (Figure 9).

Figure 9 Previous experience of visiting museums

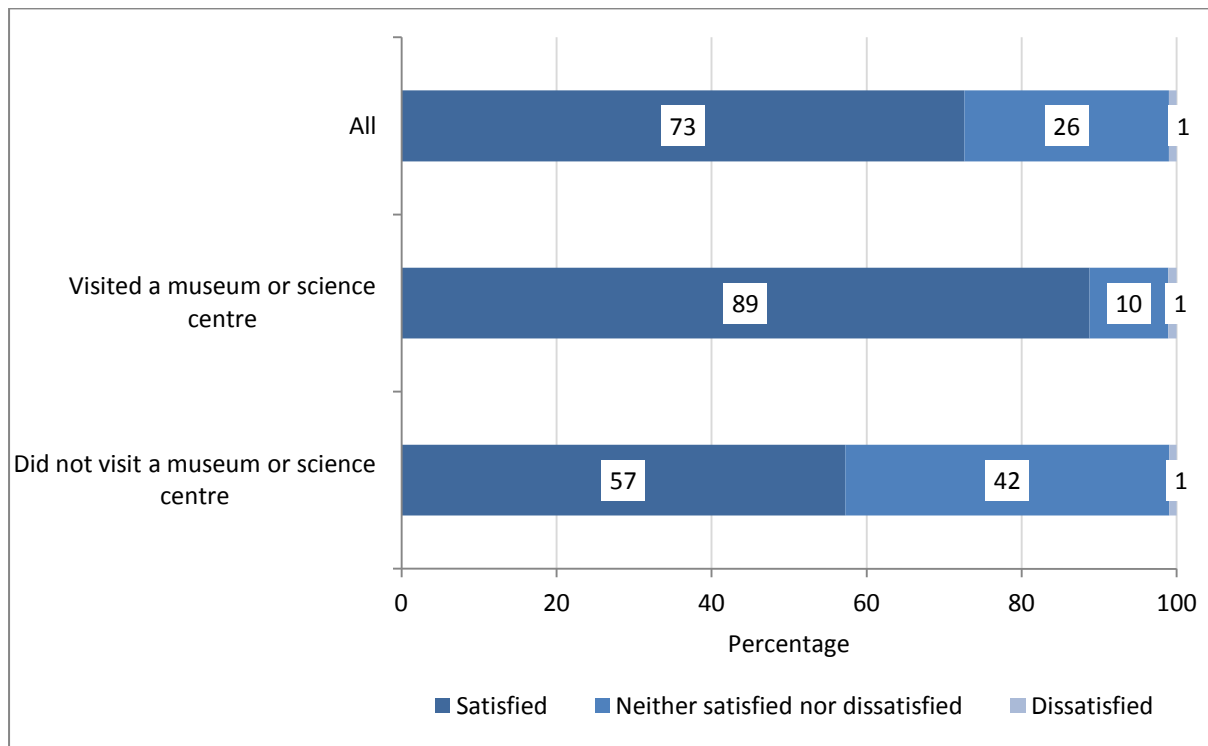


Satisfaction with museum provision

Almost three-quarters (73%) of the adult population were satisfied with museum provision in Northern Ireland, with only 1% stating they were dissatisfied (26% neither satisfied nor dissatisfied).

A higher proportion of adults who had visited a museum or science centre within the last year were satisfied with museum provision in Northern Ireland (89%) compared with those who had not (57%). However, the proportions who were dissatisfied were similar for both those who had visited and those who had not (both 1%) (Figure 10).

Figure 10 Satisfaction with museum provision



Comparisons with other countries

In England, the Department of Culture, Media & Sport's "Taking Part" survey combines attendance at museums and galleries and so figures comparable with Northern Ireland are not available.

A similar question to that asked in the CHS, is asked in Scotland in the Scottish Household Survey (SHS). However, due to differences in survey methodologies, it is not appropriate to compare museum attendance figures directly. Consequently, the following figures should be viewed for information only.

According to the SHS 2014, 32% of the Scottish adult population had visited a museum in the last year (Scottish Government, 2015). This may have included visits to museums located outside of Scotland. For Northern Ireland, and excluding science centres (W5 and the Armagh Planetarium), 44% of the adult population had visited a museum in Northern Ireland within the last year.

Appendix 1 Technical notes

Continuous Household Survey

The Continuous Household Survey (CHS) is a Northern Ireland wide household survey administered by Central Survey Unit, Northern Ireland Statistics and Research Agency. The 2014/15 survey was based on a random sample of 4,500 domestic addresses drawn from the Land and Property Services list of addresses and interviews were sought with all adults aged 16 and over in these households. DCAL places questions related to museums annually in the CHS. The data derived from the CHS is used for various purposes: to monitor targets, to help inform policy making, for equality monitoring and contributing to Northern Ireland wide strategies. The findings reported in this bulletin are based on 3,347 responses who answered the museums module of the survey. The questions relating to this section are included in Appendix 3.

Weighting the DCAL module of the Continuous Household Survey (CHS)

Analysis of the DCAL module of the CHS has been weighted for non-response. A chi square goodness-of-fit test showed that the CHS sample was not representative of the population by age and sex when compared with the Population and Migration Estimates Northern Ireland 2013¹ (NISRA). As a result, three separate weights were produced for age, sex and age and sex combined.

Non-response weighting sometimes increases standard errors, although the impact tends to be fairly small, i.e. the adjustment may be less or greater than 1, but will generally be reasonably close to 1. In the case of the DCAL module of CHS, the values of the adjustment for all three weighting systems are so close to one, it is not necessary to take account of this in the calculation of standard error and confidence intervals.

While weighting for non-response (also called post-stratification) should reduce bias, it must be acknowledged that it will not eliminate bias. The reasons individuals choose to take part in surveys are complex and depend on lots of factors specific to the individual. As a result, the non-response biases in surveys are likely to be complex. Post-stratification works on the assumption that, by aligning the survey to

¹ [Population and Migration Estimates Northern Ireland 2013](#)

the population along a small number of dimensions such as age and gender, many of these complex biases will reduce. However, it would be misleading to suggest that they will be eliminated.

Definitions

Visited a National Museum – Visited one of the following museums in the 12 months prior to the CHS:

- Ulster Museum
- Ulster American Folk Park
- Ulster Folk & Transport Museum
- Armagh County Museum

Visited a local museum – Visited one of the following museums in the 12 months prior to the CHS:

- Andrew Jackson & US Rangers Centre
- Argory
- Armagh Public Library
- Ballycastle Museum
- Ballymena Museum
- Ballymoney Museum
- Carrickfergus Museum
- Castle Ward
- Coleraine Museum
- Craigavon Museum Services
- Down County Museum
- Downpatrick Railway Museum
- Fermanagh County Museum
- Flame - the Gasworks Museum of Ireland
- Florence Court
- Gray Printers Museum
- Green Lane Museum
- Harbour Museum
- Inniskillings Museum
- Irish Linen Centre & Lisburn Museum
- Larne Museum
- Museum of the Royal Irish Regiment
- Naughton Gallery, Queen's University
- Newry & Mourne Museum
- North Down Heritage Centre
- Police Museum
- Railway Preservation Society of Ireland
- Royal Irish Fusiliers Museum
- Royal Ulster Rifles Museum
- Somme Heritage Centre
- Springhill
- Tower Museum
- Some other museum not mentioned

Visited a science centre - Visited one of the following science centres in the 12 months prior to the CHS:

- W5
- Armagh Planetarium

Visited a museum or science centre – Visited a National or local museum or science centre in the 12 months prior to the CHS.

Disability – The questions used to ascertain whether or not a person has a disability are harmonised with the definition of disability in the Equality Act 2010. This states that a disabled population is classified on the basis of having a long-lasting physical or mental health condition or illness which restricts day-to-day activities. The disabled population in this report are those who have answered yes to both the questions below:

- Do you have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more?
- Does your condition or illness / do any of your conditions or illnesses reduce your ability to carry out day to day activities?

Dependants – A person is defined as having dependants if they have responsibility for either the care of a child(ren), a person with a disability or an elderly person.

Deprivation – The data have been analysed by whether respondents are living in the 20% most deprived Super Output Areas (SOAs) or in the 20% least deprived SOAs. This is estimated using the Northern Ireland Multiple Deprivation Measure 2010² which is a weighted combination of seven domains of deprivation. Rank 1 indicates the most deprived SOA, while rank 890 denotes the least deprived SOA.

Urban / rural – The data have also been analysed by whether respondents are living in SOAs that have been categorised as either urban or rural as set out in the Statistical Classification and Delineation of Settlements report (2005)³. This report classified each settlement in Northern Ireland into one of eight bands (A-H) and recommended that Government and other users should consider defining "urban" and "rural" areas in ways which are appropriate for different programmes and

² [Northern Ireland Multiple Deprivation Report 2010](#)

³ [Statistical Classification and Delineation of Settlements 2005 Report](#)

projects. In the absence of a programme-specific definition, Bands A-E can be defined as urban and Bands F-H as rural. This definition was applied in the analysis in this bulletin.

Comparisons with other countries

Figures for visits to museums are available for Scotland, through the Scottish Household Survey (SHS). As the methodology for this survey differs from Northern Ireland's Continuous Household Survey (CHS), the figures are not directly comparable. The figures presented in this report are for information only. Figures for visits to museums are combined with visits to galleries in England, in the Department for Culture, Media & Sport's "Taking Part Survey". These figures are not presented here. Further information on both the Scottish and English surveys can be found online from the links provided in Appendix 4.

Statistical significance in this report

Any statements in this report regarding differences between groups such as males and females, different age groups, religion, etc., are statistically significant at the 95% confidence level. This means that we can be 95% confident that the differences between groups are actual differences and have not just arisen by chance. Both the base numbers and the sizes of the percentages have an effect on statistical significance. Therefore on occasion, a difference between two groups may be statistically significant while the same difference in percentage points between two other groups may not be statistically significant. The reason for this is because the larger the base numbers or the closer the percentages are to 0 or 100, the smaller the standard errors. This leads to increased precision of the estimates which increases the likelihood that the difference between the proportions is actually significant and did not just arise by chance.

Other notes

The following should be noted when interpreting figures and tables:

- Percentages less than 0.5% are denoted by '0' and where there are no responses, they are denoted by '-'.
- Percentages may not add to 100% due to rounding.
- Percentages may not add to 100% for questions where multiple responses are allowed.
- Detailed tabulations are not provided where the number of respondents is too small to allow meaningful analysis.
- The base number of responses to each question, which is shown in each table, is the unweighted count. The base may vary due to some respondents not answering certain questions.

Appendix 2 Data tables (also available in excel format)

Table 1 Ever visited a museum in Northern Ireland

| Profile of respondent | 2014/15 | |
|--------------------------------|---------|-------|
| | % | Base |
| All | 85 | 3,347 |
| Gender | | |
| Male | 86 | 1,434 |
| Female | 85 | 1,913 |
| Age bands | | |
| 16-24 | 90 | 277 |
| 25-34 | 87 | 516 |
| 35-44 | 89 | 577 |
| 45-54 | 86 | 583 |
| 55-64 | 81 | 549 |
| 65 and over | 81 | 845 |
| Religious background | | |
| Catholic | 80 | 1,355 |
| Protestant | 89 | 1,650 |
| Other / None | 88 | 308 |
| Marital status | | |
| Married / Cohabiting | 87 | 2,015 |
| Single | 85 | 737 |
| Widowed | 79 | 268 |
| Separated / Divorced | 79 | 327 |
| Disability | | |
| Have a disability | 82 | 984 |
| Do not have a disability | 87 | 2,349 |
| Dependants | | |
| Have dependants | 87 | 1,402 |
| Do not have dependants | 84 | 1,936 |
| Level of deprivation | | |
| Living in most deprived areas | 83 | 598 |
| Living in least deprived areas | 93 | 648 |
| Urban or rural | | |
| Living in urban area | 86 | 2,200 |
| Living in rural area | 83 | 1,147 |

Table 2 Visited a museum or science centre in Northern Ireland within the last year

| Profile of respondent | 2014/15 | | 2013/14 | | Significant difference from previous year? |
|--------------------------------|---------|-------|---------|-------|--|
| | % | Base | % | Base | |
| All | 48 | 3,337 | 48 | 3,745 | - |
| Gender | | | | | |
| Male | 48 | 1,431 | 47 | 1,597 | - |
| Female | 49 | 1,906 | 49 | 2,148 | - |
| Age bands | | | | | |
| 16-24 | 54 | 277 | 49 | 334 | - |
| 25-34 | 54 | 515 | 54 | 533 | - |
| 35-44 | 59 | 576 | 59 | 670 | - |
| 45-54 | 48 | 579 | 50 | 713 | - |
| 55-64 | 41 | 547 | 43 | 566 | - |
| 65 and over | 34 | 843 | 36 | 929 | - |
| Religious background | | | | | |
| Catholic | 44 | 1,350 | 43 | 1,493 | - |
| Protestant | 50 | 1,649 | 51 | 1,913 | - |
| Other / None | 55 | 304 | 57 | 317 | - |
| Marital status | | | | | |
| Married / Cohabiting | 53 | 2,008 | 54 | 2,227 | - |
| Single | 46 | 736 | 42 | 833 | - |
| Widowed | 21 | 267 | 33 | 320 | ↓ |
| Separated / Divorced | 40 | 326 | 43 | 365 | - |
| Disability | | | | | |
| Have a disability | 35 | 979 | 40 | 1,109 | ↓ |
| Do not have a disability | 53 | 2,344 | 51 | 2,632 | - |
| Dependants | | | | | |
| Have dependants | 56 | 1,399 | 57 | 1,514 | - |
| Do not have dependants | 43 | 1,929 | 42 | 2,226 | - |
| Level of deprivation | | | | | |
| Living in most deprived areas | 40 | 596 | 37 | 660 | - |
| Living in least deprived areas | 64 | 646 | 62 | 719 | - |
| Urban or rural | | | | | |
| Living in an urban area | 50 | 2,194 | 50 | 2,426 | - |
| Living in a rural area | 44 | 1,143 | 45 | 1,319 | - |

Table 3 Visited a museum or science centre 2007/08-2014/15

| Year | Visited a museum or science centre within the last year | |
|---------|---|-------|
| | % | Base |
| 2007/08 | 32 | 3,349 |
| 2008/09 | 26 | 3,067 |
| 2009/10 | 32 | 3,527 |
| 2010/11 | 41 | 3,504 |
| 2011/12 | 44 | 3,659 |
| 2012/13 | 48 | 3,609 |
| 2013/14 | 48 | 3,745 |
| 2014/15 | 48 | 3,337 |

The Ulster Museum was closed for refurbishment in 2008/09 which could partly explain the decrease in attendance at museums. The list of museums and science centres included in the question was extended in 2011/12 to include the Armagh Planetarium. As a result, the figures for 2007/08-2010/11 are not directly comparable with those for 2011/12-2014/15.

Table 4 Visited a National Museum within the last year

| Profile of respondent | 2014/15 | | | | | |
|--------------------------------|---------------------|---------------|----------------------------------|---------------------------|----------------------|-------|
| | Any National Museum | Ulster Museum | Ulster Folk and Transport Museum | Ulster American Folk Park | Armagh County Museum | Base |
| All | 35 | 24 | 16 | 8 | 2 | 3,347 |
| Gender | | | | | | |
| Male | 34 | 24 | 15 | 7 | 2 | 1,434 |
| Female | 36 | 24 | 17 | 8 | 2 | 1,913 |
| Age bands | | | | | | |
| 16-24 | 41 | 32 | 13 | 8 | 3 | 277 |
| 25-34 | 40 | 27 | 19 | 8 | 2 | 516 |
| 35-44 | 43 | 27 | 22 | 12 | 2 | 577 |
| 45-54 | 35 | 27 | 15 | 6 | 2 | 583 |
| 55-64 | 30 | 19 | 14 | 8 | 3 | 549 |
| 65 and over | 24 | 14 | 13 | 6 | 2 | 845 |
| Religious background | | | | | | |
| Catholic | 32 | 22 | 10 | 9 | 2 | 1,355 |
| Protestant | 36 | 24 | 20 | 7 | 2 | 1,650 |
| Other / None | 42 | 33 | 18 | 6 | 3 | 308 |
| Marital status | | | | | | |
| Married / Cohabiting | 38 | 25 | 19 | 9 | 2 | 2,015 |
| Single | 34 | 25 | 12 | 7 | 3 | 737 |
| Widowed | 15 | 10 | 8 | 3 | 2 | 268 |
| Separated / Divorced | 33 | 22 | 15 | 8 | 2 | 327 |
| Disability | | | | | | |
| Have a disability | 26 | 16 | 11 | 7 | 2 | 984 |
| Do not have a disability | 39 | 27 | 18 | 8 | 2 | 2,349 |
| Dependants | | | | | | |
| Have dependants | 40 | 28 | 20 | 9 | 2 | 1,402 |
| Do not have dependants | 32 | 22 | 13 | 7 | 2 | 1,936 |
| Level of deprivation | | | | | | |
| Living in most deprived areas | 31 | 21 | 11 | 8 | 2 | 598 |
| Living in least deprived areas | 49 | 39 | 26 | 4 | 3 | 648 |
| Urban or rural | | | | | | |
| Living in an urban area | 38 | 28 | 17 | 6 | 2 | 2,200 |
| Living in a rural area | 31 | 17 | 14 | 12 | 2 | 1,147 |

Table 5 Visited a local museum within the last year

| Profile of respondent | 2014/15 | |
|--------------------------------|---------|-------|
| | % | Base |
| All | 26 | 3,323 |
| Gender | | |
| Male | 25 | 1,423 |
| Female | 27 | 1,900 |
| Age bands | | |
| 16-24 | 20 | 273 |
| 25-34 | 26 | 513 |
| 35-44 | 34 | 574 |
| 45-54 | 28 | 578 |
| 55-64 | 26 | 547 |
| 65 and over | 22 | 838 |
| Religious background | | |
| Catholic | 20 | 1,344 |
| Protestant | 31 | 1,642 |
| Other / None | 26 | 303 |
| Marital status | | |
| Married / Cohabiting | 31 | 2,001 |
| Single | 20 | 732 |
| Widowed | 13 | 266 |
| Separated / Divorced | 24 | 324 |
| Disability | | |
| Have a disability | 18 | 976 |
| Do not have a disability | 29 | 2,333 |
| Dependants | | |
| Have dependants | 31 | 1,396 |
| Do not have dependants | 22 | 1,918 |
| Level of deprivation | | |
| Living in most deprived areas | 15 | 596 |
| Living in least deprived areas | 39 | 635 |
| Urban or rural | | |
| Living in an urban area | 26 | 2,182 |
| Living in a rural area | 25 | 1,141 |

Table 6 Top ten local museums visited within the last year

| Local museum | All |
|-------------------------------------|-------|
| | % |
| Any local museum | 26 |
| Castle Ward | 8 |
| Mount Stewart | 8 |
| Florence Court | 4 |
| The Argory | 4 |
| Irish Linen Centre & Lisburn Museum | 3 |
| Somme Heritage Centre | 2 |
| Down County Museum | 2 |
| Carrickfergus Museum | 2 |
| Ardress House | 2 |
| Fermanagh County Museum | 1 |
| Base | 3,323 |

Percentages may not add to 100% as multiple responses were allowed.

Table 7 Visited a science centre within the last year

| Profile of respondent | 2014/15 | | | |
|--------------------------------|--------------------|----|--------------------|-------|
| | Any science centre | W5 | Armagh Planetarium | Base |
| | % | % | % | |
| All | 15 | 12 | 4 | 3,349 |
| Gender | | | | |
| Male | 14 | 11 | 4 | 1,435 |
| Female | 16 | 13 | 5 | 1,914 |
| Age bands | | | | |
| 16-24 | 18 | 14 | 4 | 277 |
| 25-34 | 21 | 19 | 4 | 518 |
| 35-44 | 26 | 24 | 7 | 577 |
| 45-54 | 12 | 9 | 4 | 583 |
| 55-64 | 7 | 5 | 4 | 549 |
| 65 and over | 4 | 3 | 2 | 845 |
| Religious background | | | | |
| Catholic | 12 | 10 | 5 | 1,355 |
| Protestant | 15 | 13 | 4 | 1,651 |
| Other / None | 21 | 19 | 4 | 308 |
| Marital status | | | | |
| Married / Cohabiting | 17 | 14 | 5 | 2,015 |
| Single | 15 | 12 | 4 | 739 |
| Widowed | 3 | 2 | 2 | 268 |
| Separated / Divorced | 9 | 7 | 3 | 327 |
| Disability | | | | |
| Have a disability | 9 | 7 | 3 | 985 |
| Do not have a disability | 17 | 14 | 5 | 2,350 |
| Dependants | | | | |
| Have dependants | 23 | 20 | 6 | 1,403 |
| Do not have dependants | 9 | 7 | 3 | 1,937 |
| Level of deprivation | | | | |
| Living in most deprived areas | 11 | 10 | 2 | 599 |
| Living in least deprived areas | 20 | 17 | 6 | 648 |
| Urban or rural | | | | |
| Living in urban area | 15 | 13 | 4 | 2,202 |
| Living in rural area | 14 | 11 | 4 | 1,147 |

Table 8 Reasons for visiting a museum or science centre

| Reasons | All |
|--|-------|
| | % |
| To see a specific exhibition / display | 40 |
| Something to interest the children | 38 |
| General interest in the subject of the museum / collection | 37 |
| Been before and wanted to come again | 20 |
| To meet friends / family | 13 |
| As part of a group or tour | 12 |
| To attend a cultural event | 7 |
| To take part in a creative activity | 6 |
| To attend a talk, seminar or workshop | 5 |
| Other | 3 |
| Base | 1,556 |

Percentages may not add to 100% as multiple responses are allowed.

Table 9 Barriers to museums visits

| Barriers | All |
|---|-------|
| | % |
| Not really interested | 38 |
| It is difficult to find the time | 26 |
| Never occurred to me | 21 |
| No need to go | 13 |
| Health isn't good enough | 13 |
| Lack of transport / I can't easily get to it | 8 |
| It costs too much | 5 |
| Not enough information on what is available | 5 |
| I wouldn't enjoy it | 3 |
| My children go with the school | 2 |
| My children do not want to go | 1 |
| I feel uncomfortable or out of place | 1 |
| Poor access to buildings (e.g. no disabled ramps) | 1 |
| Other | 4 |
| Base | 1,776 |

Percentages may not add to 100% as multiple responses were allowed.

Table 10 Previous experience of visiting museums

| Statement | All | Been to a museum in the last year | |
|---|-------|-----------------------------------|-------|
| | | Yes | No |
| | % | % | % |
| I have visited museums since I was a child | 54 | 72 | 39 |
| I have no interest in visiting a museum | 17 | 3 | 29 |
| I started visiting museums as an adult | 13 | 18 | 9 |
| I did visit museums as a child but not as an adult | 12 | 7 | 17 |
| I have never visited a museum but I would like to do so | 4 | 0 | 6 |
| Base | 3,344 | 1,452 | 1,891 |

Percentages may not add to 100% due to rounding

Table 11 Satisfaction with museum provision**a) all adults**

| Profile of respondent | Levels of satisfaction | | | Base |
|--------------------------------|------------------------|------------------------------------|--------------|-------|
| | Satisfied | Neither satisfied nor dissatisfied | Dissatisfied | |
| | % | % | % | |
| All | 73 | 26 | 1 | 3,272 |
| Gender | | | | |
| Male | 73 | 26 | 1 | 1,405 |
| Female | 73 | 26 | 1 | 1,867 |
| Age bands | | | | |
| 16-24 | 74 | 25 | 1 | 272 |
| 25-34 | 73 | 26 | 1 | 496 |
| 35-44 | 77 | 22 | 1 | 569 |
| 45-54 | 74 | 24 | 1 | 572 |
| 55-64 | 70 | 30 | 1 | 540 |
| 65 and over | 69 | 30 | 0 | 823 |
| Religious background | | | | |
| Catholic | 67 | 32 | 1 | 1,325 |
| Protestant | 77 | 23 | 1 | 1,613 |
| Other / None | 77 | 22 | 1 | 302 |
| Marital status | | | | |
| Married / Cohabiting | 76 | 23 | 1 | 1,981 |
| Single | 69 | 29 | 1 | 712 |
| Widowed | 63 | 37 | - | 259 |
| Separated / Divorced | 65 | 34 | 1 | 320 |
| Disability | | | | |
| Have a disability | 69 | 30 | 1 | 960 |
| Do not have a disability | 74 | 25 | 1 | 2,300 |
| Dependants | | | | |
| Have dependants | 77 | 22 | 1 | 1,378 |
| Do not have dependants | 70 | 29 | 1 | 1,886 |
| Level of deprivation | | | | |
| Living in most deprived areas | 67 | 31 | 2 | 579 |
| Living in least deprived areas | 83 | 16 | 1 | 640 |
| Urban or rural | | | | |
| Living in urban area | 75 | 24 | 1 | 2,151 |
| Living in rural area | 68 | 31 | 1 | 1,121 |

Percentages less than 0.5% are represented by '0' and where there are no responses this is represented by '-'.
Percentages may not add to 100% due to rounding.

Table 11 Satisfaction with museum provision**b) all adults who had visited a museum or science centre**

| Profile of respondent | Levels of satisfaction | | | Base |
|--------------------------------|------------------------|------------------------------------|--------------|-------|
| | Satisfied | Neither satisfied nor dissatisfied | Dissatisfied | |
| | % | % | % | |
| All | 89 | 10 | 1 | 1,556 |
| Gender | | | | |
| Male | 88 | 11 | 1 | 659 |
| Female | 89 | 9 | 1 | 897 |
| Age bands | | | | |
| 16-24 | 86 | 13 | 1 | 149 |
| 25-34 | 88 | 11 | 1 | 281 |
| 35-44 | 89 | 10 | 1 | 341 |
| 45-54 | 88 | 10 | 1 | 278 |
| 55-64 | 90 | 10 | 1 | 223 |
| 65 and over | 93 | 7 | 0 | 284 |
| Religious background | | | | |
| Catholic | 86 | 12 | 1 | 577 |
| Protestant | 90 | 9 | 1 | 802 |
| Other / None | 90 | 9 | 1 | 166 |
| Marital status | | | | |
| Married / Cohabiting | 90 | 10 | 1 | 1,053 |
| Single | 88 | 10 | 2 | 321 |
| Widowed | 90 | 10 | - | 56 |
| Separated / Divorced | 86 | 13 | 1 | 126 |
| Disability | | | | |
| Have a disability | 89 | 10 | 1 | 332 |
| Do not have a disability | 89 | 10 | 1 | 1,221 |
| Dependants | | | | |
| Have dependants | 90 | 9 | 1 | 777 |
| Do not have dependants | 88 | 11 | 1 | 778 |
| Level of deprivation | | | | |
| Living in most deprived areas | 86 | 11 | 3 | 227 |
| Living in least deprived areas | 93 | 7 | 1 | 402 |
| Urban or rural | | | | |
| Living in urban area | 90 | 9 | 1 | 1,060 |
| Living in rural area | 86 | 14 | 0 | 496 |

Base is those who had been to a museum or science centre within the last year

Percentages less than 0.5% are represented by '0' and where there are no responses this is represented by '-'.
Percentages may not add to 100% due to rounding.

Table 11 Satisfaction with museum provision**c) all adults who had not visited a museum or science centre**

| Profile of respondent | Levels of satisfaction | | | Base |
|--------------------------------|------------------------|------------------------------------|--------------|-------|
| | Satisfied | Neither satisfied nor dissatisfied | Dissatisfied | |
| | % | % | % | |
| All | 57 | 42 | 1 | 1,706 |
| Gender | | | | |
| Male | 58 | 41 | 1 | 743 |
| Female | 57 | 43 | 1 | 963 |
| Age bands | | | | |
| 16-24 | 59 | 40 | 1 | 123 |
| 25-34 | 53 | 45 | 2 | 214 |
| 35-44 | 59 | 40 | 1 | 227 |
| 45-54 | 61 | 37 | 1 | 290 |
| 55-64 | 56 | 44 | 1 | 315 |
| 65 and over | 57 | 43 | 0 | 537 |
| Religious background | | | | |
| Catholic | 51 | 48 | 1 | 743 |
| Protestant | 62 | 37 | 1 | 810 |
| Other / None | 61 | 38 | 1 | 132 |
| Marital status | | | | |
| Married / Cohabiting | 61 | 38 | 1 | 921 |
| Single | 53 | 46 | 1 | 390 |
| Widowed | 56 | 44 | - | 202 |
| Separated / Divorced | 51 | 47 | 1 | 193 |
| Disability | | | | |
| Have a disability | 58 | 41 | 1 | 623 |
| Do not have a disability | 57 | 42 | 1 | 1,074 |
| Dependants | | | | |
| Have dependants | 60 | 39 | 2 | 598 |
| Do not have dependants | 56 | 44 | 1 | 1,101 |
| Level of deprivation | | | | |
| Living in most deprived areas | 54 | 45 | 1 | 350 |
| Living in least deprived areas | 66 | 33 | 0 | 236 |
| Urban or rural | | | | |
| Living in urban area | 59 | 40 | 1 | 1,085 |
| Living in rural area | 53 | 45 | 1 | 621 |

Base is those who had not been to a museum or science centre within the last year

Percentages less than 0.5% are represented by '0' and where there are no responses this is represented by '-'.
Percentages may not add to 100% due to rounding.

Appendix 3 Survey questions

Ask all

[MUSINTRO] Have you ever been to a museum in Northern Ireland?

1. Yes -> **[MUS12MTH]** 2. No -> **[MUSESATS]**

If *MUSINTRO* = 1

[MUS12MTH] Which, if any, of the following museums have you visited in the last 12 months?

CODE ALL THAT APPLY

- | | |
|---|-------------------------------------|
| 1. Ulster Museum, Belfast | 3. Ulster American Folk Park, Omagh |
| 2. Ulster Folk & Transport Museum, Cultra | 4. Armagh County Museum |
| | 5. None of these |

If *MUSINTRO* = 1

[MUSPEC] Please tell me the name(s) of any other museums, if any, you have been to in Northern Ireland in the last 12 months.

CODE 43 IF OTHER

CODE 44 IF CANT REMEMBER

CODE 45 IF NONE

CODE ALL THAT APPLY

- | | |
|---|--|
| 6. Andrew Jackson & US Rangers Centre | 25. Larne Museum |
| 7. Address House | 26. Mid Antrim Museum, The Braid |
| 8. The Argory | 27. Mount Stewart |
| 9. Armagh Public Library | 28. Naughton Gallery, Queen's University |
| 10. Ballycastle Museum | 29. Newry & Mourne Museum |
| 11. Ballymoney Museum | 30. North Down Museum |
| 12. Barn Museum | 31. Police Museum |
| 13. Carrickfergus Museum | 32. Railway Preservation Society of Ireland |
| 14. Castle Ward | 33. Royal Irish Fusiliers Museum |
| 15. Coleraine Museum | 34. Royal Ulster Rifles Museum |
| 16. Craigavon Museum | 35. Sentry Hill House |
| 17. Down County Museum | 36. Somme Heritage Centre |
| 18. Downpatrick & County Down Railway | 37. Springhill |
| 19. F E McWilliam Gallery and Studio | 38. Strabane District Council Museum Service |
| 20. Fermanagh County Museum | 39. The Inniskillings Museum Tower Museum |
| 21. Flame - the Gasworks Museum of Ireland | 40. Waterside House |
| 22. Florence Court | 41. Some other museum not mentioned |
| 23. Green Lane Museum | 42. Can't Remember |
| 24. Hezlett House Irish Linen Centre & Lisburn Museum | 43. None of these |

Ask all

[SCICENTRE] Which, if any, of the following science centres have you visited in the last 12 months?

CODE ALL THAT APPLY

1. W5
2. Armagh Planetarium
3. None of these

If MUSINTRO=Yes or SCICENTRE = 1 or 2

[MUSINTER]

What were your reasons for going?

CODE ALL THAT APPLY

- | | |
|---|---|
| 1. To see a specific exhibition / display | 7. General interest in the subject of the museum / collection |
| 2. Something to interest the children | 8. Been before and wanted to come again |
| 3. To take part in a creative activity | 9. To meet friends / family |
| 4. To attend a cultural event | 10. Other -> [MUSOTH] |
| 5. To attend a talk, seminar or workshop | |
| 6. As part of a group or tour | |

[MUSOTH]

Please describe

If MUSINTRO = 2 **OR** (MUS12MTH=6 **AND** MUSPEC=46)

[MUSBARR] Are there any particular reasons why you didn't visit any museum in the last 12 months?

- | | |
|---|--|
| 1. It costs too much | 8. Poor access to buildings (e.g. no disabled ramps) |
| 2. Never occurred to me | 9. Lack of transport / I can't easily get to it |
| 3. Not really interested | 10. Not enough information on what is available |
| 4. I feel uncomfortable or out of place | 11. It's difficult to find the time |
| 5. I wouldn't enjoy it | 12. Other -> [MUSBOTH] |
| 6. No need to go | |
| 7. Health isn't good enough | |

[MUSBOTH] Please specify other

Ask all

[MUSSTATE] Which statement best describes your experience of museums?

1. I have visited museums since I was a child
2. I started visiting museums as an adult
3. I have never visited a museum but I would like to do so
4. I have no interest in visiting a museum

Ask all

[MUSESATS] Overall, how satisfied are you with museum provision in Northern Ireland?

- | | |
|---------------------------------------|------------------------|
| 1. Very satisfied | 4. Fairly dissatisfied |
| 2. Fairly satisfied | 5. Very dissatisfied |
| 3. Neither satisfied nor dissatisfied | |

If MUSESATS = 4 or 5

[QUEST?] Why are you dissatisfied with museum provision?

Appendix 4 References

Scotland

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