

EGMUS Website: UK Update

Audience Research: Population Surveys

England

The [Department for Culture, Media and Sport](#) has undertaken a continuous face-to-face national survey of the English adult (aged 16 or over) population since mid-2005. In January 2006, an interview of a child aged 11-15 was added to the survey and in 2008/09, the child survey was broadened to include children aged 5-10.

The survey provides annual data for children, and annual and quarterly data for adults across a wide range of topics, including:

- participation in culture and sport, including museums and galleries, libraries, arts, archives and heritage participation;
- satisfaction with and enjoyment of culture and sport;
- social capital;
- volunteering; and
- barriers to participation.

Survey outputs including reports, questionnaires and datasets are available from: [http://www.dcms.gov.uk/what we do/research and statistics/7390.aspx](http://www.dcms.gov.uk/what_we_do/research_and_statistics/7390.aspx)

Northern Ireland

In Northern Ireland engagement in museums is captured via the Continuous Household Survey (CHS), for adults, and the Young People Behaviour and Attitudes Survey (YPBAS), for children. The CHS includes questions on:

- visits to museums in Northern Ireland;
- factors that would encourage visits to museums; and
- satisfaction with museums provision in Northern Ireland.

Further [details about the CHS](#), including questionnaires, reports and datasets, are available from the [Northern Ireland Statistics and Research Agency](#).

Scotland

Adult participation data for museums and galleries in Scotland is captured in the [Scottish Household Survey \(SHS\)](#) culture module. The latest culture module ran during 2007/08 and covered:

- participation in cultural activities and attendance at cultural events;
- volunteering;

- use of the internet; and
- factors that influence levels of participation (levers and barriers).

A report of the [findings of the 2007/08 adult survey](#) were published in 2009 by the [Scottish Government](#). This report accompanied the 2007 analysis of '[Children's Participation in Culture and Sport](#)'.

Audience Research: Visitor Surveys

England

Since 2003, a Renaissance Museums Visitor Exit Survey has been commissioned by the [Museums, Libraries and Archives Council](#) (MLA) at over 40 venues across England participating in the [Renaissance](#) museums programme. Approximately 11,000 face-to-face interviews are conducted each year from a random sample of museum visitors on site at the museums themselves. The survey questionnaire has been designed to measure:

- Visitor profile: gender, age, place of residence, social class, ethnic background, whether has limiting disability.
- Museum visiting: previous visits to this museum, recent visits to any museum or gallery.
- Rating of visit: enjoyment, satisfaction, engagement, likelihood to return, likelihood to recommend,
- Agreement with statements designed to measure impact of museum improvements funded by Renaissance on visitor experience.
- Influences on the decision to visit.

The latest [annual analysis and technical reports for 2009/10](#) are available from the MLA's [Research Resources](#) database.

Audience Research: Other Surveys and Data

Visitor Attractions Survey

A Visitor Attractions Survey of tourist attractions has been undertaken annually in the UK since 2000. From 2004, individual surveys have been undertaken and published separately by the national tourist boards of England, Northern Ireland, Scotland and Wales. The surveys are completed by a large number of museums and topics include:

- visitor numbers and origin;
- admissions charges;
- operations & marketing data;
- facilities and amenities; and

- staff numbers and types.

Further details on the surveys are available from:

- [VisitEngland](#) (UK surveys 2000-2003, England surveys 2004-present);
- [VisitScotland](#) (Scottish surveys 2001-present);
- [Northern Ireland Tourist Board](#) (NI surveys 2002-present); and
- [Welsh Assembly Government](#) (Welsh surveys 2005-present).

Spotlight on Museums Survey (Wales)

In 2006 the [Welsh Assembly Government](#) conducted the second wave of the 'Spotlight on Museums' Survey building on the first wave conducted in 2002. A total of 106 museums responded to the 2006 survey providing data on:

- museum services, including visitor numbers and amenities;
- museum information, including staff numbers and roles, admission charges and storage facilities; and
- collections, including the subject, numbers of items and their significance.

The 2011 survey is being conducted by [CyMAL: Museums Archives and Libraries Wales](#), a division of the Welsh Assembly Government. More information about the survey is available from:

http://wales.gov.uk/topics/cultureandsport/museumsarchiveslibraries/cymal/researchand_evidence/spotlight/?lang=en

Author: Steven Murray
Head of Research & Evidence
Museums, Libraries & Archives Council

Version: 1

Date: 24 March 2011