



# Report on British Galleries- follow up demographics survey to compare with baseline survey and Creative Research survey of May 2002

## Full Report (February 2003)



Prepared By The Market Research Group (MRG), Bournemouth University,  
On Behalf of  
The Victoria and Albert Museum

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# 1: Executive Summary

The following summary has been drawn from the research findings section of the report, and are presented under headings that directly relate to the project's objectives (*Section 2.4.2*).

## 1.1: Demographics from the British Galleries (4.2.1)

The profile of visitors to the British Galleries was fairly similar to the profiles in earlier research. However, where the May 2002 survey had identified a lack of children under the age of 17 visiting the British Galleries, this survey was able to identify 10% of the audience in the galleries as children under 17. If all youths under the age of 24 are considered then this percentage rises to 24% which compares favourably with the 1997 baseline survey results of 21% for the same age groupings.

## 1.2: Visitors' opinions of the new labels in the galleries (4.2.2)

Visitors were asked very generally about the labelling within the British Galleries. No specific labels were pointed out to them, it was left to the visitors' discretion as to which labels they were passing comment on. Some but not all of the labels had been changed to improve legibility.

The majority of visitors had no problem with the size of the typeface on the labels or the position of the labels. There was no significant change in the percentage who found the font size or position of the labels problematic compared to the May 2002 survey. The number of labels replaced was not extensive and the findings seem to reflect that.

Any detrimental comments were on the whole from people who had poor eyesight, which was expressed by the respondents to the interviewer. In general people were more bothered about the low levels of lighting in the Galleries but they were also very understanding as to why this was so.

## 2: Introduction

### 2.1: The British Galleries

The British Galleries opened to the public in November 2001 following a complete refurbishment and redisplay. A survey was conducted during May 2002 by Creative Research. The demographics of this survey identified a relatively low number of children in the galleries and it was recommended by them to conduct follow up research. MRG was invited to conduct this new survey to repeat the demographics section only, over the Christmas and New Year period, in order to provide absolutely direct comparability with the baseline study that had been carried out at Christmas and New Year previously.

### 2.2: The Market Research Group (MRG)

The V&A has commissioned the Market Research Group (MRG), based at Bournemouth University, to undertake research into the demographics of visitors to the British Galleries and also to establish the visitors' opinions on the labelling within the new galleries. MRG aims to be a key independent resource for the provision and interpretation of market intelligence for its clients. The group offers expertise, experience and advice in the field of market research, tailored to suit the needs of individual organisations. MRG has specialised in consultation of this sort, and has numerous projects to its name.

### 2.3: Project Aims & Objectives

#### 2.3.1: Project Aims

To provide a repeat demographics study of all those visiting the British Galleries using established demographics questions consistently used by the V&A Museum. This data will then be compared with the results from the Creative Research survey in May 2002 and the baseline survey run during a previous Christmas period.

#### 2.3.2: Project Objectives

More specifically, the project sought to achieve the following objectives (the number in brackets relates to the findings section in which the objective is dealt with):

- To collect a selection of demographic data from all visitors to the British Galleries (4.1.1)
- To identify visitors' opinions on the new labels within the galleries (4.1.2)

## 3: Methodology

### 3.1: Target Population

In this case, the target population (those of interest to the research) were all visitors to the British Galleries.

### 3.2: Sampling Method

As no reliable database of the target population exists, a systematic technique of random sampling was employed. This simply means that every *n*th person is invited to take part in the survey, so that everyone in the target population has an equal, or at least known, chance of being chosen.

### 3.3: Sample size

250 interviews was the target sample size because of costs and the time available. However this target was exceeded. A total of 320 questionnaires were completed. 100% of the responses were completed via face to face interviews. There were only 47 refusals.

### 3.3: Fieldwork Timing

Fieldwork was conducted between Saturday 28<sup>th</sup> December and Saturday 11<sup>th</sup> January at the V&A Museum, between 11am and 5pm on a variety of days, including the weekends. There were 7 week days and 4 weekend days with two interviewers present on some days. 32% of the responses were collected on the 4 weekend days and the rest were collected during the week.

#### Number of Questionnaires

<b>28<sup>th</sup> December</b>	<b>35</b>
<b>29<sup>th</sup> December</b>	<b>23</b>
30 <sup>th</sup> December	23
2 <sup>nd</sup> January	24
3 <sup>rd</sup> January	14
<b>4<sup>th</sup> January</b>	<b>34</b>
<b>5<sup>th</sup> January</b>	<b>12</b>
8 <sup>th</sup> January	44
9 <sup>th</sup> January	25
10 <sup>th</sup> January	35
11 <sup>th</sup> January	<u>51</u>
	<b><u>320</u></b>

There was a total of 47 refusals, who did not want to take part in this survey.

### 3.4: Data Collection

Data collection is the method used to administer the questionnaire. For the purposes of this research, a face to face methodology was employed. This involved a trained interviewer conducting personal and structured interviews with those visiting the British Galleries.

This method was deemed most appropriate because:

- Response rates are generally high (and therefore schedules are relatively short) as the interviewer is present to gain the respondent's attention and explain the nature of the survey.
- Interviewers are able to question respondents further on vague answers or particular points of interest, which is invaluable in an exploratory survey of this kind.
- Non-verbal communication is apparent to the interviewer.
- Interviewers are able to feedback any fieldwork problems they encounter at an early stage.

### 3.5: Maximising Response

The usefulness of the survey depended on achieving the predetermined sample size of 100. In order to maximise the target population's response the questionnaire was made as short and simple as possible. The interviewer was employed to explain the survey and physically attract respondents and a clearly marked ID badge and clipboard were provided to ensure the interviewer was not mistaken for other parties.

### 3.6: Questionnaire Design

The Questionnaire, a copy of which is appended to this report (*Appendix 6.1.1*) was designed by MRG specifically to fulfil the research objectives of the survey. The questions were those required by the V&A Museum to fulfil the survey objectives, and included: pre-code (tick response), numeric, literal (open-ended) and rating (five-point scale) questions. The target population was those who had visited the British Galleries. A demographics questionnaire was designed to allow comparisons with previous demographic data compiled during a baseline study of the Old British Galleries.

## 4: Research Findings

This section of the report discusses the findings of the survey, which are presented under headings that directly relate back to the research objectives (*Section 2.4*).

The findings are presented in question order where possible, and an explanation of each table is provided. The tables include; frequency of responses, base (all asked) and valid (all answering) percentages, and can be traced back to the original survey tabulations (*Appendix 6.3*)

### 4.1: Visitors' opinions

#### 4.1.1: Visitors' opinions on their ability to read the new labels

Table 4.1 (Q2a) The position of some of the labels makes them difficult to read		
Base: All respondents (320)	Percentage (%)	Creative Research May 2002 (%)
(1) Agree	30	27
(3) Neither	5	NA
(4) Disagree	65	NA
Total (Valid)	100	NA

Visitors were asked about labels in the British Galleries and whether some of the labels positioning made them difficult to read. 65% of visitors disagreed with this statement. The percentage of those agreeing with the statement (27%), is very similar to the response in previous research by Creative Research.

#### 4.1.2: Visitors opinions on the size of the type face

Table 4.2 (Q2b) The size of the type face of some labels is too small		
Base: All respondents (320)	Percentage (%)	Creative Research May 2002 (%)
(1) Agree	35	38
(3) Neither	6	NA
(4) Disagree	59	NA
Total (Valid)	100	NA

59% of visitors disagreed with the statement about the typeface being too small. Again there is a similarity of percentages. 35% of respondents agreed with the statement, where 38% of respondents responded in this way in previous research.



## 4.2: Respondent Profile (Demographics)

### 4.2.1: Permanent Place of residence

Table 4.2.1: Place of residence (Q3)			Comparison	
Base: All respondents (320)	Frequency (f)	Percentage(%)	Creative Research May 2002 (%)	Baseline Survey of Old Galleries 1997 (%)
(1) Local Resident	28	10	18	*3
(2) Other Greater London	66	23	12	19
(3) South East/Home Counties	24	8	12	17
(4) Rest of the UK	84	29	12	17
(5) Europe	33	11	10	19
(6) North America (USA/Canada)	53	18	27	19
(7) Rest of the World	31	11	9	5
<b>Total (Valid: Multi-Code)</b>	<b>289</b>	<b>100.0</b>	<b>100</b>	<b>100</b>

\* Original Baseline research defined anyone living within walking distance of the Museum as a local resident this could therefore account for the difference between the baseline and Creative Research figures. “Local residents” for MRG survey were defined as those living within City of Westminster and London Borough of Kensington & Chelsea.

Table 4.2.1 shows visitors’ permanent place of residence. There is a noticeable difference in those living in “other” Greater London from the current survey to previous surveys. There were far more visitors from the rest of the UK during the current survey than on previous surveys. The % of visitors from Europe North America and Rest of the World are fairly comparable with the Baseline Study.

### 4.2.2: Occupation and job related data Q4-Q11.

The majority of visitors to the British Galleries are from Occupation Group B at 53%. 31% are from C1, 11% are from A, 3% are from C2 and 1% are from D.

77% of all the noted occupations are full time, with 5% working part time. Less than 1 % are housewives. 13% are students 3% are retired on a state and personal pension, less than 1% are on state pension only and 1% are unemployed. 82% are employees, 18% are self-employed. 12% have manual jobs and 88% have non-manual jobs. 66% have responsibility for staff and 33% have no responsibility for staff.

Approximately 3 percent of the total National population are Group A, which mirrors the results of those surveyed in the British Galleries. These are professional people, very senior managers in business or commerce or top-level civil servants. It also includes retired people previously grade A and their widows.

Group B is only 14 percent of the total National population they are middle management executives in large organisations, with appropriate qualifications. Also included are principal officers in local government and civil service, top management or owners of small business concerns, educational and service establishments and retired people who were previously grade B, and their widows. The large majority (53%), of visitors to the British Galleries are this group. The reason this group is so much higher than the National average may be due to the fact they have a greater disposition to visit heritage sites than some of the remaining occupational groups.

C1 nationally represents 26 per cent of the population. This group is made up of junior management, owners of small establishments, and all others in non-manual positions. Jobs in this group have varied responsibilities and educational requirements. It also contains retired people

who were previously grade C1, and their widows.

C2 nationally is 25 per cent of the population. This group comprises of all skilled manual workers, and those manual workers with responsibility for other people. It also contains retired people previously grade C2 with pensions from their job and their widows.

Group D is approximately 19 per cent of the population and is all semi-skilled and unskilled manual workers, apprentices and trainees to skilled workers. It also contains widows of partners previously grade D who receive a pension from their late husband's job.

Table 4.2.2: Socio-economic Status (Q4)		Comparison	
Base: All respondents (320)	Percentage(%)	Creative Research May 2002 (%)	Baseline Survey of Old Galleries 1997 (%)
(1) AB	64	47	47
(2) C1	31	42	40
(3) C2DE	5	9	9
Total (Valid: Multi-Code)	100.0	100	100

#### 4.2.3: Completion of full time education (Q12)

Table 4.2.3: Completion of full time Education (Q12)		Comparison
Base: All respondents (320)	Percentage(%)	Creative Research May 2002 (%)
(1) Yes, completed full-time education	74	69
(2) Secondary school/6th form college	5	2
(3) Art College	0	2
(4) Other college or university	20	24
(5) Other	0	3
Total (Valid: Multi-Code)	100	100

As can be seen from table 4.2.3 the percentage of those visitors who have completed full time education varies little to visitors surveyed in the British Galleries last May. 74% of visitors to the British Galleries have completed full-time education.

#### 4.2.4: Highest Level of Qualifications (Q13)

Table 4.2.4: Highest Level of Education (Q13)		Comparison	
Base: All respondents (320)	Percentage(%)	Creative Research May 2002 (%)	Baseline Survey of Old Galleries 1997 (%)
(1) No qualifications	3	2	3
(2) School certificate	0	3	1
(3) GCSE or Equivalent	4	4	10
(4) AS/A level or equivalent	11	18	22
(5) HND/Diploma	8	0	0
(6) First degree (BA/BSc) or equivalent	44	46	38
(7) Masters Degree (MA/MSc)	21	15	14
(8) PhD or equivalent	4	8	8
(9) Other	4	13	3
Total (Valid: Multi-Code)	100	100	100

Table 4.2.4 shows that at least 69% of visitors to the galleries have achieved a Degree or higher. This shows little change to previous studies.

#### 4.2.5: Involvement with the creative industries (Q14)

Table 4.2.5: Involvement with Creative Industry (Q14)		Comparison	
Base: All respondents (320)	Percentage(%)	Creative Research May 2002 (%)	
(1) I am an artist/designer by profession	10	5	
(2) I work in an arts/design/creative profession	9	11	
(3) I am a teacher/educator in arts, cultural or media subjects	15	7	
(4) None of these	67	78	
Total (Valid: Multi-Code)	100	100	

Table 4.2.5 shows the percentage of visitors to the British Galleries who are involved in professions within the creative industries. 34% in total are involved in creative industry as opposed to only 23% last time. Figures were not available at the time to compare with the original baseline study in 1997 of Creative Professionals.

#### 4.2.6: Ethnicity (Q15)

Base: All respondents (320)	Percentage (%)	Creative Research May 2002 (%)
(1) White British	51	93
(2) White Irish	0	0
(3) White Other	37	0
(4) Mixed White & Black Caribbean	0.3	0
(5) Mixed White & Black African	0	0
(6) Mixed White & Asian	1	1
(7) Mixed Other	0.3	0
(8) Indian/British Indian	1	0
(9) Pakistani/British Pakistani	0	0
(10) Bangladeshi/British Bangladeshi	0.0	0
(11) Asian Other	4	0
(12) Chinese/British Chinese	3	2
(13) Other Ethnic Group	3	0
<b>Total (Valid: Multi-Code)</b>	<b>100.0</b>	<b>100.0</b>

\*It should be noted that Creative Research had a different set of ethnicity options and so the first three MRG options if combined would be the equivalent of the 93% stated as “Any white back ground by Creative Research.

88% of all visitors to the British Galleries are of white. This is slightly lower than in previous studies were 93% of visitors, were of white.

#### 4.2.7: First and Second Language (Q16)

Base: All respondents (320)	Percentage(%)	Comparison Creative Research May 2002 (%)
(1) English	77	80
(2) Chinese	3	1
(3) Dutch	2	1
(4) French	3	2
(5) German	3	4
(6) Italian	0.3	2
(7) Japanese	2	0
(8) Spanish	2	2
(9) Portuguese	1	1
(10) Swedish	1	1
(11) Polish	1	1
(12) Danish	0	1
(13) Other	5	4
<b>Total (Valid: Multi-Code)</b>	<b>100</b>	<b>100</b>

Table 4.2.7b: Second Language(Q16)		Comparison
Base: All respondents (320)	Percentage(%)	Creative Research May 2002 (%)
(1) English	32	16
(2) Chinese	2	0
(3) Dutch	0.5	1
(4) French	26	10
(5) German	5	3
(6) Italian	4	3
(7) Japanese	1	0
(8) Spanish	5	2
(9) Portuguese	0.5	0
(10) Swedish	0.5	0
(11) Polish	0.5	0
(12) Danish	0	0
(13) Other	8	2
(14) No second language	10	43
(15) No response	5	20
Total (Valid: Multi-Code)	100	100

77% of visitors have English as their first language, which is similar to previous research. 32% of visitors have English as their second language (higher than previous data). 26% of visitors had French as a second language. Only 10% of visitors had no second language. This low percentage would be due to the high number of overseas visitors to the V&A over the Christmas period.

#### 4.2.8: Capacity in which visiting (Q17)

Table 4.2.8: Type of visiting Group (Q17)		Comparison	
Base: All respondents (320)	Percentage(%)	Creative Research May 2002 (%)	Baseline Survey of Old Galleries 1997 (%)
(1) Visiting alone	20	45	46
(2) Visiting with spouse*	18	0	0
(3) Visiting with family (includes under 16)	15	27	30
(4) Visiting with friends	21	21	18
(5) Family & friends	19	1	1
(6) Primary School group	0	0	0
(7) Secondary group/6th form college	1	0	1
(8) Art college	0	1	2
(9) College/university group	3	3	1
(10) Adult education group	0	0	0
(11) Organised holiday group/tour	1	1	0
(12) Association, society or club	0	1	0
(13) Some other type of group	2	0	0
Total (Valid: Multi-Code)	100	100	100

\* A separate option (visiting with spouse) was created for those who felt they were visiting with family but the group contained no children under 16.

Table 4.2.5 Shows, how visiting groups were made up. The number of visitors on their own, has dropped considerable since the last survey was done. It also does not compare with the baseline

figure. The most popular type of group is family & friends at 19%. This also does not follow previous results. The likely explanation is that in the previous survey by Creative Research it was not possible to define exactly which family groups included children under sixteen therefore people visiting with spouses or adult children and relatives, chose “family “ as the definition best suiting them. MRG on the other hand were able to identify families with children under 16. Families therefore visiting without children under sixteen either went in “visiting with spouse”, “visiting with friends and family” or “other”. There is little change in the percentage falling within the other visitor types.

#### 4.2.9: Type of Visitor (Q18)

Table 4.2.9: Visitor type (Q18)		Comparison	
Base: All respondents (320)	Percentage(%)	Creative Research May 2002 (%)	
(1) School pupil	1	0	
(2) Student	11	7	
(3) Member of the creative industries	5	4	
(4) Member of an organised adult group	0	3	
(5) Family visitor	21	9	
(6) Individual adult	59	71	
(7) None of these	2	7	
Total (Valid: Multi-Code)	100	100	

Table 4.2.9 shows the type of visitor to the British Galleries. Individual adults at 59% are the largest audience type. This has changed a little from the previous survey. Again there were many more family visitors during the recent research as a result of the Christmas holidays, which could explain the slight drop in individual adults during this period.

#### 4.2.10: First Visit to the V&A (Q19)

Table 4.2.10: First Visits to V&A (Q19)		Comparison	
Base: All respondents (320)	Percentage(%)	Creative Research May 2002 (%)	Baseline Survey of Old Galleries 1997 (%)
(1) Yes	52	43	56
(2) No, Been before	47	54	44
(3) No response	1	2	0
Total (Valid: Multi-Code)	100	100	100

In table 4.2.10 it can be seen that over half of the those interviewed are on their first visit to the V&A. This is similar to the baseline.

#### 4.2.11: Last visit to the V&A (Q20)

Table 4.2.11: (Q20) Last Visit		
Base: "No" @ Q19 (151)	Frequency (f)	Percentage (%)
(1) During the past 12 months	75	50.0
(2) Over 1 year ago	10	6.7
(3) 2-3 years ago	15	10.0
(4) More than 3 years ago	50	33.3
(5) Don't know	0	0.0
Total (Valid: Multi-Code)	150	100.0
(0) Missing Values	1	N/A
Total (Base)	151	N/A

\* Previous visits, was not asked in the May 2002 survey so there is no data for comparison.

The table above (4.2.11) shows that half of those interviewed have visited the V&A within the last year.

#### 4.2.12: Number of Visits in the last year to the V&A (Q21)

Table 4.2.21: (Q21) Number of visits		
Base: All respondents (320)	Percentage (%)	Creative Research May 2002 (%)
(1) None	70	62
(2) Once	5	11
(3) Twice	5	5
(4) Three times*	3	18
(5) Four +	11	0
(6) Don't know	6	4
Total (Valid: Multi-Code)	100.0	100.0

\* Creative Research defines this as three or more

11% of respondents have visited the V&A more than four times in that year. Percentages vary from Creative Research results' as there is a difference in the numbers within visiting options but if MRG definitions - "three times" and "four +" are combined, the results are similar to previous research. The number of people who have visited the V&A before but have not visited within the last year is similar to the previous survey.

#### 4.2.13: First Visit to the British Galleries since it reopened (Q22)

Table 4.2.19: (Q22) First visit to new British Galleries		
Base: "No" @ Q19 (151)	Percentage (%)	Creative Research May 2002 (%)
(1) Yes, First visit	52	80
(2) No, been before	48	20
Total (Base)	100.0	100

Of the 48% of visitors on a repeat visit to the V&A, Just over half of them are visiting the British Galleries for the first time since it was re-opened. It can now be seen in the drop of First time visitors how there are far more people revisiting the gallery over and over again due to its popularity.

#### 4.2.14: Number of Visits to the British Galleries since re-opening (Q23)

Base: Q22 (151)	Percentage (%)	Creative Research May 2002 (%)
(1) 0	53	80
(2) 1	20	9
(3) 2	6	3
(4) 3	7	6
(5) 4+	13	0
(5) Don't know	0	2
<b>Total (Valid: Multi-Code)</b>	<b>100</b>	<b>110</b>

There are few similarities here in the two surveys because the gallery is now fairly well established and known about. There are now far more people visiting the galleries on numerous occasions than there was back in May 2002. 13% of respondents have visited the galleries on more than 4 occasions a tribute to their success and popularity.

#### 4.2.15: Illness and ability to enjoy visit (Q24&Q25)

Base: All respondents (320)	Percentage (%)	Creative Research May 2002 (%)
(1) Yes	4	6
(2) No	96	94
(3) Don't know	0	0
<b>Total (Valid: Single-Code)</b>	<b>100</b>	<b>100</b>
(0) Missing Values	N/A	N/A
<b>Total (Base)</b>	<b>N/A</b>	<b>N/A</b>

Very few people have a long-term illness only 4%. Of these visitors half did admit to having their visit affected by the limitations of their illness or old age but this was only 6 people. These results are very similar to results in the previous survey.

Base: "Yes" @ Q24 (12)	Frequency (f)	Percentage (%)
(1) Yes	2	1
(2) No	2	5
(3) No disability	96	94
<b>Total (Valid: Single-Code)</b>	<b>100</b>	<b>100.0</b>

\* Data for Limitations of visit enjoyment was not recorded in the May 2002 report and therefore comparisons can not be made.



**4.2.16: Gender (Q26)**

Base: All respondents (320)	Percentage (%)	Creative Research May 2002	Baseline Survey of Old Galleries 1997 (%)
(1) Male	36	46	50
(2) Female	64	52	50
Total (Valid)	100	100	100

The majority of respondents were women (64%), however, even when all people in the group are accounted for 62% of all visitors to the galleries are women. This differs to previous results. There is no obvious explanation for this result.

**4.2.17: Age of respondent and of those in their visiting party (Q27)**

Base: All respondents (320)	Frequency (f)	Percentage (%)
(1) Under 5yrs	0	0.0
(2) 5-9yrs	0	0.0
(3) 10-15yrs	4	1.3
(4) 16-17yrs	8	2.5
(5) 18-24yrs	52	16.4
(6) 25-34yrs	93	29.3
(7) 35-44yrs	66	20.8
(8) 45-54yrs	51	16.1
(9) 55-59yrs	30	9.5
(10) 60-65yrs	8	2.5
(11) 66-74yrs	5	1.6
(12) 75+yrs	0	0.0
Total (Valid: Multi-Code)	317	100.0
(0) Missing Values	3	N/A
Total (Base)	320	N/A

Base: All respondents and their group members	Frequency (f)	Percentage (%)
(1) Under 5yrs	6	0.7
(2) 5-9yrs	12	1.4
(3) 10-15yrs	21	2.4
(4) 16-17yrs	17	2.0
(5) 18-24yrs	89	10.3
(6) 25-34yrs	140	16.3
(7) 35-44yrs	95	11.0
(8) 45-54yrs	80	9.3
(9) 55-59yrs	43	5.0
(10) 60-65yrs	18	2.1
(11) 66-74yrs	9	1.0
(12) 75+yrs	2	0.2
Total (Valid: Multi-Code)	860	100.0

Base: All respondents and their group members	Frequency (f)	Valid (%)
(1) Under 5yrs	3	0.3
(2) 5-9yrs	9	1.0
(3) 10-15yrs	14	1.6
(4) 16-17yrs	4	0.5
(5) 18-24yrs	33	3.8
(6) 25-34yrs	79	9.2
(7) 35-44yrs	68	7.9
(8) 45-54yrs	60	7.0
(9) 55-59yrs	35	4.1
(10) 60-65yrs	15	1.7
(11) 66-74yrs	9	1.0
(12) 75+yrs	1	0.1
<b>Total (Valid: Multi-Code)</b>	<b>860</b>	<b>100.0</b>

Base: All respondents (320)	Percentage(%)	Comparison	
		Creative Research May 2002 (%)	Baseline Survey of Old Galleries 1997 (%)
(1) Under 5yrs	1	0	0
(2) 5-9yrs	2	0	0
(3) 10-15yrs	4	0	0
(4) 16-17yrs	3	0	2
(5) 18-24yrs	14	12	19
(6) 25-34yrs	26	22	25
(7) 35-44yrs	19	21	20
(8) 45-54yrs	16	16	19
(9) 55-59yrs	9	10	11
(10) 60-65yrs	4	9	4
(11) 66-74yrs	2	9	0
(12) 75+yrs	0.3	1	0
<b>Total (Valid: Multi-Code)</b>	<b>100</b>	<b>100</b>	<b>100</b>

Table 4.2.17d groups all those in a respondents' visiting group. It can be seen if all children's' age groups are combined, there are 10% of children under the age 17 visiting the galleries with their families or with a secondary school party. There were no primary school parties visiting during this survey period. That amounts to 24% of visitors under the age of 24.

The predominant age group visiting the galleries is the 25-34 year olds, which is consistent with both the baseline and Creative Research data.

It should be noted however that the baseline age groups differ slightly as mature age groups were 55-64 and 65+.

All other age groups mirror the results of previous surveys.

### 4.3. Some extra comments from visitors to the British Galleries

Even though respondents were not being interviewed for their views on the galleries many visitors enthused about the new galleries and were very impressed with the layout content and interpretation. One lady who worked as a Curator in the Louvre was interviewed and she said it was the best layout and interpretation she had ever seen in a museum. She wanted to congratulate the V&A.

## V&A British Galleries

Large print in books not advertised  
Poor lighting in dress  
Labels a bit low  
Poor lighting – labels  
Labels difficult to get right  
Poor lighting – labels  
Not advertised for children – interactive  
Poor lighting – labels  
Finding them – labels  
Books good  
Labels – hunting them out  
Labels a little low  
Some labels too low  
Tours or signs in other languages  
Labels poor lighting  
Labels – simplify words  
Poor lighting on labels  
Not enough signposts to the V&A  
Labels – contrast  
Descriptive  
Dress section – too much fancy dress & not enough 18<sup>th</sup> C ordinary  
Numbers confusing  
Lighting – labels  
Lighting  
Don't advertise books  
Poor sign-posting  
Numbers removed occasionally  
No numbers on some  
Lighting  
Lighting  
Enjoyed visit  
Light  
Fantastic achievement, the grouping is well done  
Better signposts – makes it very difficult  
Lighting  
Poor lighting  
Poor lighting  
Postcards of more of the exhibits please  
Too dark – position of light

## 5: Conclusions & Recommendations

The following conclusions and recommendations have been drawn from the research findings section of the report.

- There is a general agreement that the majority of labelling and text size on labels is fine for most. However, there are difficulties with the lighting. Some times reflections make it difficult to view instructions, labels and text. Perhaps more can be done to alter the reflections of the lighting so labels do not glare.
- There are very few noticeable differences between recent results from the demographics questions asked and those asked in the May 2002 survey, apart from the presence of more children in the galleries.
- There are children visiting the British Galleries. When all age groups under the age of 24 years are combined the baseline equates to 21% and MRG surveyed 24%. Even though there were children in the galleries it may be necessary to promote the galleries to families and schools more as the children who were there were freely using all the interactive materials and enjoying themselves.
- There was a sizeable amount of positive feedback volunteered from many of those who were interviewed. The general perceptions were that the V&A had excelled itself with the new British Galleries and the percentage of people who had visited on more than 4 occasions in one year is a testament to that.

# 6: Appendices

## 6.1 British Galleries Demographics Survey Questionnaire

### Victoria & Albert Museum

#### British Galleries

Q1 Date of visit? \_\_\_\_\_

Q2 We are interested in your opinion about the new labels in the British Galleries, please tick one box for each of the following statements.

	<i>Strongly agree</i>	<i>agree</i>	<i>Neither agree or disagree</i>	<i>disagree</i>	<i>Strongly disagree</i>	<i>NA</i>
The position of some of the labels makes them difficult to read.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The size of the typeface of some of the labels is too small.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q3 Please state your permanent place of residence.

Local Resident (i.e. living within City of Westminster or London Borough of Kensington & Chelsea)

Other Greater London

South East/Home counties

Rest of UK

Europe

North America (USA/Canada)

Rest of the World (please specify below)

*Please specify* \_\_\_\_\_

Q4 Please state the occupation or job title of the main wage earner or head of your Household. If they have "retired" or are not working for any reason please specify their last main job.

\_\_\_\_\_

Q5 Please record the details of the chief wage earner or head of the household, tick one box only.

Working full time  Go to 6

Working part-time  Go to 6

Not working - housewife  Go to 12

Retired - State pension only  Go to 12

Student  Go to 12

Retired - State with occupational/personal pension  Go to 6

Unemployed in last 6 months  Go to 6

Unemployed for over 6 months  Go to 12

Q6 What type of firm or organisation is this? \_\_\_\_\_

Q7 Job Title or rank \_\_\_\_\_

Q8 Employment status

an employee

self employed

Q9 Manual or non-manual

Manual

non-manual

Q10 Responsibility for other people.

Yes

No

Q11 Details of qualifications for job \_\_\_\_\_

Q12 Have you completed your full-time education? (If "No" at which one of these types of educational establishments are you currently studying?)

Yes, completed full-time education

Secondary school/6th form college

Art College

Other college or university

Other (please specify below)

*please specify* \_\_\_\_\_

- Q13 What is the highest level of educational qualification you have achieved? (If overseas qualification please specify which below)
- No qualifications
  - School certificate
  - GCSE or equivalent
  - AS/A level or equivalent
  - HND/Diploma
  - First degree (BA/BSc) or equivalent
  - Masters degree (MA/MSc)
  - PhD or equivalent
  - Other (please write below)
- please specify* \_\_\_\_\_

- Chinese
  - Dutch
  - French
  - German
  - Italian
  - Japanese
  - Spanish
  - Other
  - No second language
- Please specify "other" language/s that you speak* \_\_\_\_\_

- Q14 We would like to ask you about your involvement with the creative industries, which phrases best apply to you?
- I am an artist/designer by profession
  - I work in an arts/design/creative profession
  - I am a teacher/educator in arts, cultural or media subjects
  - None of these

- Q15 To which of these groups do you consider you belong?
- White British
  - White Irish
  - White other (please specify)
  - Mixed White & Black Caribbean
  - Mixed White & Black African
  - Mixed White & Asian
  - Mixed Other (please specify)
  - Indian/British Indian
  - Pakistani/British Pakistani
  - Bangladeshi/British Bangladeshi
  - Asian other (please specify)
  - Chinese/British Chinese
  - Other Ethnic Group (please specify)
- please specify* \_\_\_\_\_

- Q16 What is your first language and your second language if applicable?
- |         | <i>1st Language</i>      | <i>2nd Language</i>      |
|---------|--------------------------|--------------------------|
| English | <input type="checkbox"/> | <input type="checkbox"/> |

- Q17 Which of the following statements best describes whom you are with on your visit to the Museum today?
- Visiting alone
  - Visiting with family (includes children under 16)
  - Visiting with friends
  - Visiting with family & friends
  - Visiting as part of primary school group
  - Visiting as part of a secondary group/6th form college
  - Visiting as part of an art college group
  - Visiting as part of a college/university group (excluding art college)
  - Visiting as part of an adult education group
  - Visiting as part of an organised holiday group/tour
  - Visiting as part of a group organised by an association, society or club (specify)
  - Visiting as part of some other type of group (specify)
  - Other
- please specify* \_\_\_\_\_

- Q18 Which one of these statements best describes you on your visit today?
- School pupil
  - Student
  - Member of the creative industries
  - Member of an organised adult group
  - Family visitor
  - Interested adult
  - None of these

- Q19 Is this your first visit to the V&A or have you been before?
- Yes  Please go to Q24
  - Been before  Please go to Q20

- Q20 Approximately when did you last visit the V&A?
- During the past 12 months  Go to Q21
  - Over 1 year ago  Go to Q21
  - 2-3 years ago  Go to Q24
  - More than 3 years ago  Go to Q24
  - Don't know  Go to Q24

Q21 Approximately how many times have you visited the V&A in the last 12 months, not including today?

Once

Twice

Three times

Four +

Don't know

Q22 The new British Galleries opened at the end of last November. Is this your first visit to the new British Galleries, or did you visit it before it re-opened?

First Visit  Go to Q24

Been before  Go to Q23

Q23 Not counting today's visit, how many times have you visited the new British Galleries since it re-opened last November?

0

1

2

3

4+

Don't know

Q24 Do you have any long-term illness, health problems or disability, including problems, which are due to old age?

Yes  Go to Q25

No  Go to Q26

Don't know  Go to Q26

Decline to answer  Go to Q26

Q25 Does this/do these health problem(s) or disability(s) limit your ability to enjoy a visit to a museum or gallery?

Yes

No

Don't know

Decline to answer

Q26 Gender.

Male

Female

Q27 Age of respondent and the approximate ages of people in their group? Tick the first column for respondent's age and then place the number of people in the group that fall into each gender and age category.

	<i>Respondents age</i>	<i>Male</i>	<i>Female</i>
Under 5's yrs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5-9 yrs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10-15 yrs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16-17 yrs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18-24 yrs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25-34 yrs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35-44 yrs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
45-54 yrs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
55-59 yrs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
60-65 yrs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
66-74 yrs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
75+ yrs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Thank You Very Much For Your Help**