

# Visitor Profiling Survey at National Museums Liverpool

Presentation at Meaningful Measures

A Visitor Studies Group conference

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# Structure

- Aim and description of the Visitor Profiling Survey
- Some findings
- Reasons for individual questions
- Who does what and costs

# Aim

The Visitor Profiling Survey was set up to provide the definitive description of independent visitors to all NML venues while satisfying requirements for planning and performance indicator data and saving resources on duplicate surveys

# Methodology

- Continuous survey carried out in 4 waves over the year (2 in term time and 2 in school holidays).
  - In each wave we aim to achieve 100 face-to-face exit interviews with a random sample of visitors at each venue
    - ~700 completed questionnaires from all NML venues per wave and ~2,800 over the full year
  - At the end of 2003/04 we achieved 2,356 interviews

# Breakdown by venue 2003/04

LM	432	CC	333
WAG	386	SH	173
MMM	363	LLAG	302
MLL	367		

# Fieldwork

<b>Wave</b>	<b>Dates</b>
1	16 – 29 June 2003
2	11 – 24 August 2003
3	3 – 16 November 2003
4	16 Feb – 29 Feb 2004

# Reliability/validity

- This is the largest random sample survey of visitors we have ever carried out
- With a sample size of 2,356 we can be 95% confident that statistical accuracy is within  $\pm 1\%$ 
  - The use of a random sample reflects the data needs from this survey so the sampling is valid
  - If we repeated the sampling process we would get similar data so the sampling is also reliable

# Dissemination

- Presentation of cumulative findings for the year in June to a senior management group
- Ratified for presentation to heads of departments
- Trickle down in local presentations

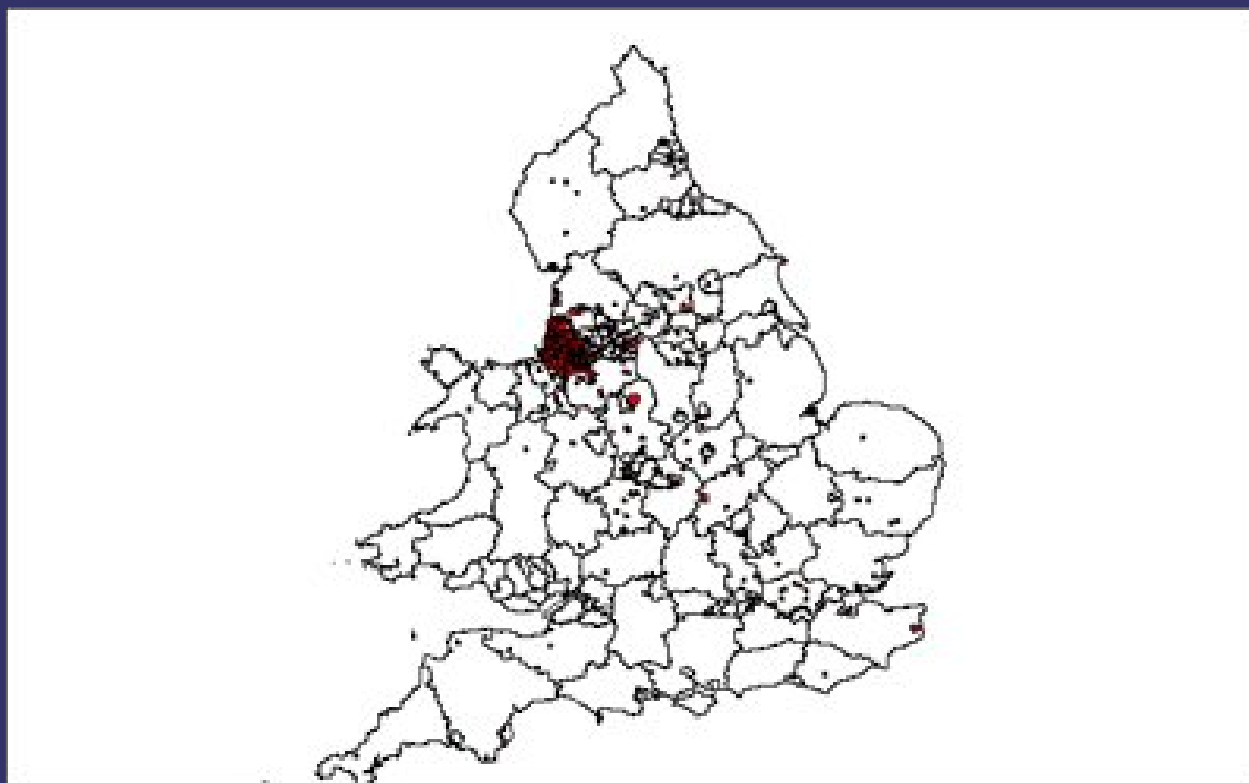
# Some findings NML overall, 1

- Generally, NML visitors are in the 25–54 age bracket, in the ABC1 socio-economic group and are English
  - AB SEG has increased from 63% in last survey to 71%
- There is a marked difference in the proportions of male and female visitors and most come in family groups using cars
  - Little difference between the last survey and this one although family visits have fallen in favour of lone visits and visits with partners

# Some findings NML overall, 2

- The highest proportion come from Liverpool but Knowsley, St Helens and Sefton are very poorly represented
  - New data so no trend data yet
- Relatively few consider themselves to have a disability and most of these have mobility issues
  - Slightly fewer than in the last survey
- They visit for an average of 1<sup>1</sup>/<sub>2</sub> hours
  - 15 minutes less than in the last survey. Visitors to all venues except WAG and LLAG are less time rich than they were when last surveyed

# Example of map, MLL



# Who does what and costs

What	Who	Cost for one venue
Questionnaire design	In-house	Nil
Formatting questionnaire	Agency	Part of tabulation cost
Fieldwork	MRS trained interviewers	£800
Data input and tabulation	Agency	£620
Preparation of presentations and reports	In-house	Nil
Total		£1,420

Visitor Research

(£11,000 for 8)

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