

TUNBRIDGE WELLS BOROUGH COUNCIL

MUSEUM AND ART GALLERY VISITOR SURVEY

SURVEY PERIOD

MAY 2004 TO MARCH 2005

Prepared for

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INVESTOR IN PEOPLE

Tunbridge Wells
BOROUGH COUNCIL
www.tunbridgewells.gov.uk

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Appendix I

The questionnaire

1.0 WHAT IS THE RESEARCH TELLING US?

- Visitors to the Museum and Art Gallery live locally.
- New visitors to the Museum and Art Gallery represented 36.5%, with repeat visitors remaining the dominant market for Museum visits.
- Repeat visits are more likely to be made within a month of the first visit, which potentially indicates that a specific theme and/or exhibition display is of particular interest.
- In terms of printed media/literature, the Museum and Art Gallery leaflet and Website are the main sources used for generating awareness. Otherwise, people are aware from living locally.
- Satisfaction is lowest concerning street direction signs.
- Satisfaction is highest for staff helpfulness and politeness, and the content of Museum displays.
- Visitors tend to prefer craft, work by local artists and photography.
- Most visitors spend up to one hour in the Museum and Art Gallery.
- Weekend and evening visits to the Museum and Art Gallery are most convenient. Morning visits are least popular, except on a weekend.
- Few visitors make a purchase from the sales area.
- Visitors appear to like the overall presentations and displays in the Museum and Art Gallery, and staff are seen to be very helpful and friendly. However, access, cramped, lack of space and poor lighting top the list of dislikes.
- Male visitors are more likely to visit the Museum and Art Gallery alone, compared to females who prefer to travel in pairs, and are more likely to be accompanying children.
- Repeat visits to the Museum and Art Gallery are very likely.
- Main areas for improvement are access, lighting, space, and introduction of toilets and café.
- Visitors to the Tunbridge Wells Museum and Art Gallery have an interest in visiting other museums; some make up to six visits per annum.

2.0 WHAT SHOULD WE DO NEXT?

- Continue to and/or improve links and communications with schools in the surrounding area, as this was a regular comment cited on the survey.
- Continue with existing marketing and promotion campaigns to improve the awareness of the Museum and Art Gallery, and the various activities provided, and ensure wider use of printed leaflets. Consider the need for targeted campaigns if there is a need to develop the non local audience.
- Improve promotion and advertising of the Museum and Art Gallery website as this has the potential of becoming an important source for generating awareness, particularly from outside the area.
- Monitor reaction to external street signage to the Museum and Art Gallery once the town wide signing scheme has been introduced in summer 2005.
- Consideration could be given to reviewing the opening hours of the Museum and Art Gallery since Tuesday-Friday (09:30-13:00) are the least popular/convenient days for visits.
- Give consideration to the comments provided (pages 17,18 and 22) on how to improve the Museum and Art Gallery as some of these are fairly superficial which should be easy to amend/improve and act upon. Where this is not the case, further consideration could be taken into account in the overall Museum Redevelopment Plan.
- Give consideration to improving the Museum sales area and the type of souvenirs available to encourage more visitors to make a purchase.

3.0 EXECUTIVE SUMMARY

- The majority of visitors travelled less than five miles to visit the Museum and Art Gallery
- Almost half (48.6%) travelled by car, over a quarter (28.2%) on foot and 16.7% by bus/coach.
- Almost two thirds (63.5%) are repeat visitors, with almost two fifths visiting within the last month.
- Almost half visit several times a year (47.1%).
- Awareness is typically generated through living locally/always known about it (42.1%), passing by (20.1%), or word of mouth (14%).
- Satisfaction for Museum and Art Gallery services is high:
 - Staff helpfulness and politeness 95.3%
 - Content of Museum displays 87.0%
 - Information in the Museum displays 85.2%
 - Access within the Museum and Art Gallery 72.9%
 - Museum lighting 71.9%
 - Access to the Museum and Art Gallery 68.4%
 - Museum sales area 63.1%
 - Street direction signs 45.2%
- Satisfaction for Museum and Art Gallery exhibitions is high:
 - Dolls and Toys 87.0%
 - Tunbridge ware 85.3%
 - Local history 74.8%
 - Costumes 72.4%
 - Archaeology 71.3%
 - Natural history 70.2%
 - General bygones 68.1%
- Craft (66.8%) and Work by local artists (60.8%) are the most preferred types of gallery exhibitions.
- Monday-Wednesday are the least popular/convenient times to make a visit.
- Almost three quarters (72.8%) of visitors did not buy anything.
- Visitors spend an average of one hour at the Museum and Art Gallery.
- £3.12 is the average amount spent in the Museum and Art Gallery shop.
- The majority visit other museums and art galleries (86.2%), with a quarter making up to six times per year.
- The average number of adults per party is 1.76.
- The average number of children per party is 2.10.
- Two thirds (66.2%) are likely to visit again.

4.0 INTRODUCTION

In May 1992, Leisure Services introduced market research of visitors to Tunbridge Wells Museum and Art Gallery. Following changes to the survey design in July 1993 some analysis is not available. However, the survey continues to be an important mechanism for gathering feedback from visitors' experiences. The objectives of the survey were to:

- Identify visitor profile, demographics and origins
- Identify visitation patterns, frequency of visits and day of visits
- Identify source of awareness for the Museum and Art Gallery
- Identify degree of satisfaction for services and facilities
- Establish visitors' ratings for museum displays and preferred art gallery exhibitions
- Explore the degree of support should admission charges be introduced and the Museum and Art Gallery be relocated

5.0 METHODOLOGY

Leisure Services and Corporate Marketing and Communications designed the survey to allow completed surveys to be scanned into the computer. The self-completion questionnaire was designed and made available for visitors to complete on exit. A £25 gift voucher prize draw incentive was offered.

Originally reporting and analysis of these questionnaires was planned to take place bi-annually. However, as a result of low returns, annual analysis is now carried out.

A copy of the questionnaire is provided in Appendix I.

6.0 RESPONSES

During the period May 2004 to March 2005, 222 questionnaires were completed and returned. A sample size of 222 is subject to a maximum standard error of +/- 6.6% at the 95% level of confidence.

It is worth noting at this point that analysis contained in this report excludes non-respondents to a particular question from all calculations. Therefore the base sample may vary from question to question.

- Respondents were first asked to specify their normal place of residence, followed by where they had travelled from on the day of visiting the Museum and Art Gallery.

7.0 ORIGIN OF RESPONDENT

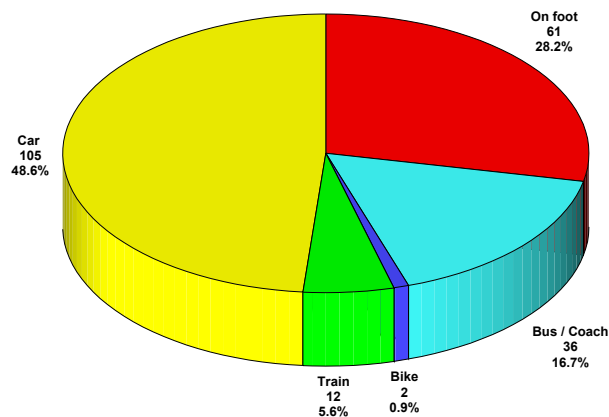
- Over two thirds (67.6%) are from Kentish towns.
- A further 9.7% came from towns in East/West Sussex, 4.6% come from London, 3.7% from overseas, and 1.8% from Surrey. The remaining 12.6% came from other surrounding areas and 1% or less came from further afield,.
- When asked how far they travelled from their home to Tunbridge Wells, 82.1% had travelled less than five miles, with 2.3% having travelled between 21 and 50 miles. However, a further 15.6% travelled over 100 miles.

- On the day of visiting the Museum and Art Gallery, most had travelled from home.
- Throughout the report results are presented using satisfaction rating scores as follows:
 - 1-5, for degree of satisfaction, where 1 is 'Very poor' and 5 is 'Excellent'.
 - Mean ratings will also be given.

8.0 MODE OF TRANSPORT

- On arriving at Tunbridge Wells Museum and Art Gallery, almost half (48.6%) had used their car as their main mode of transport (Figure 1). Over a quarter (28.2%) had walked.
- 16.7% used a bus/coach and 5.6% used a bike.

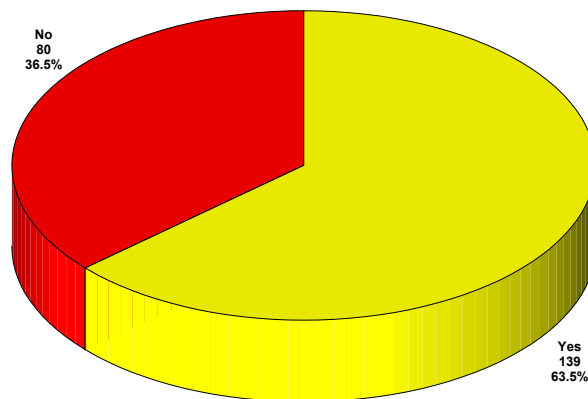
FIGURE 1: WHAT WAS YOUR MAIN METHOD OF TRANSPORT TO TRAVEL TO THE MUSEUM TODAY?



9.0 VISITATION PATTERNS

- Almost two thirds (63.5%) were repeat visitors to the Museum and Art Gallery (Figure 2).
- New visitors to the Museum and Art Gallery therefore represented 36.5%.
- Repeat visitors tend to be those living less than five miles away (86.7%). However, 12.4% of repeat visitors live over 100 miles away, which indicates they possibly have friends and/or family connections in the surrounding areas.

FIGURE 2: HAVE YOU VISITED THE MUSEUM AND ART GALLERY BEFORE?



- First-time visitors (36.5%, figure 2) were not eligible to answer the next two questions. Therefore the next two questions are based on a reduced sample of 80 respondents.

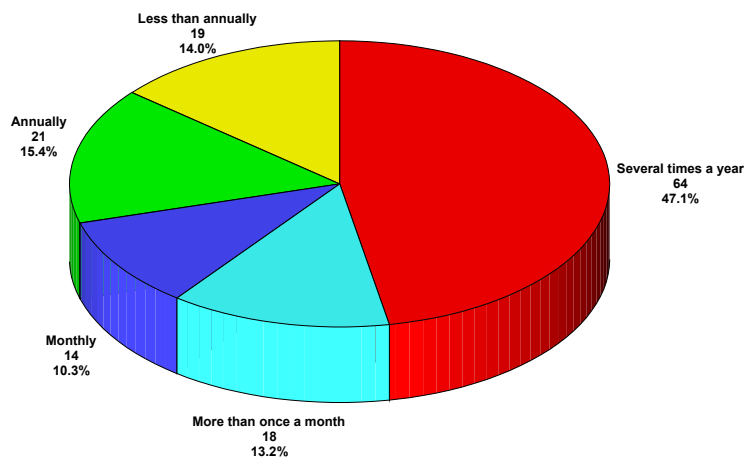
9.1 REPEAT VISITORS

- Almost two fifths (38.4%) of repeat visitors had visited previously within the last month with the next highest proportion, 27.5% having visited over six months ago.
- The majority of all repeat visitors, regardless of when their previous visit was made, travelled less than five miles.

10.0 FREQUENCY OF VISITS FOR REPEAT VISITORS

- Almost half (47.1%) make visits several times a year, with 13.2% visiting more than once a month (Figure 3).
- A further one in ten (10.3%) make a visit at least once a month, with 15.4% making an annual visit.

FIGURE 3: APPROXIMATELY HOW OFTEN DO YOU VISIT?

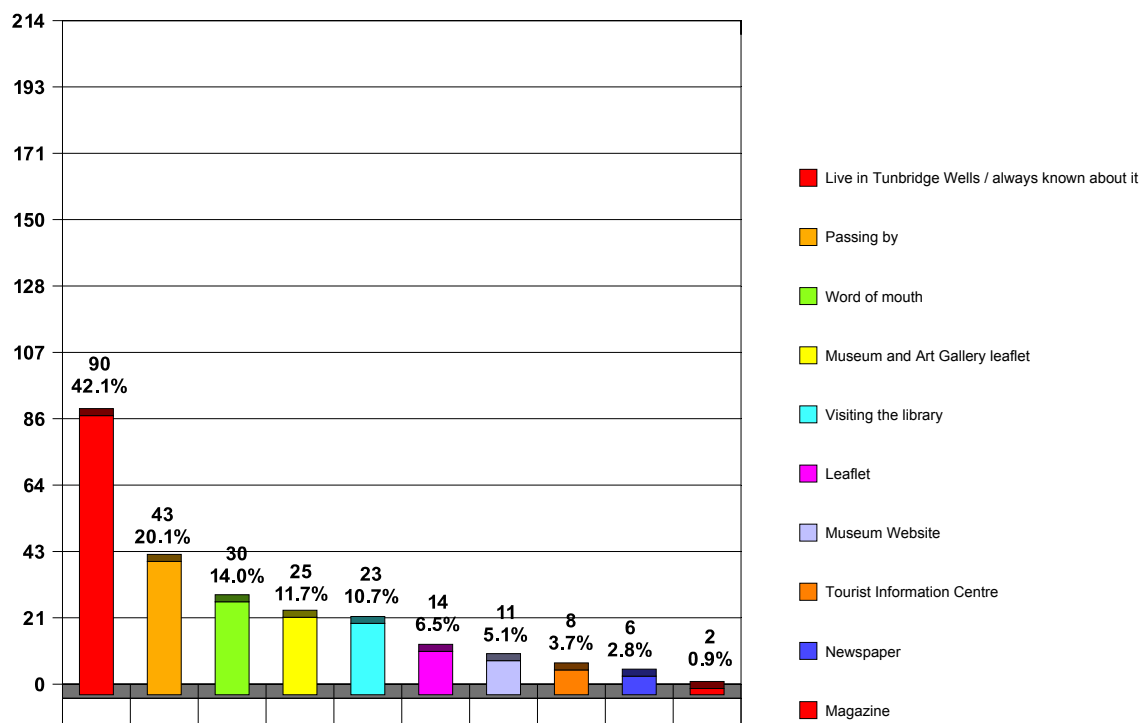


- All respondents were eligible to answer the next question, based on the total sample of 214 respondents.

11.0 AWARENESS OF THE MUSEUM AND ART GALLERY

- Respondents could provide more than one answer to the following question, therefore totals will be greater than 100%
- The majority, 42.1% were aware of the Museum and Art Gallery because they live in Tunbridge Wells or have always known about it (Figure 4). This is not surprising since the majority live less than five miles away.
- A further fifth (20.1%) became aware from passing by.
- Almost one in eight (11.7%) became aware of the Museum and Art Gallery through its own leaflet, 10.7% visited the library and 5.1% learnt about it through the Museum website www.tunbridgewells.gov.uk/museum.
- Visitors living over 100 miles away were more likely to become aware through the Tourist Information Centre (50%).

FIGURE 4: HOW DID YOU HEAR ABOUT THE MUSEUM?



12.0 SATISFACTION WITH MUSEUM VISIT - FACILITIES AND SERVICES

- In order for the Museum and Art Gallery to identify potential areas of improvement, satisfaction with the following services and facilities were investigated:
 - access to the Museum and Art Gallery
 - access within the Museum and Art Gallery
 - street direction signs
 - staff helpfulness and politeness
 - museum sales area
 - museum lighting
 - information in the Museum displays
 - content of the Museum

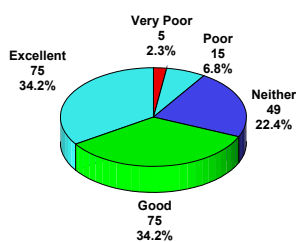
- All results are based on a one to five scale rating, where 1= Very poor and 5= Excellent. A mean rating is also given.

12.1 SATISFACTION WITH MUSEUM AND ART GALLERY FACILITIES AND SERVICES

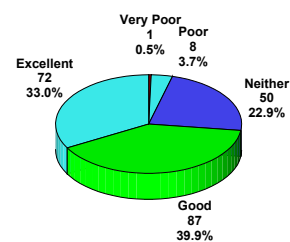
- Over two thirds (68.4%) were satisfied with the access to the Museum and Art Gallery (Figure 5), giving a mean rating of 3.91 out of 5.
- Almost three quarters (72.9%) were satisfied with the access within the Museum and Art Gallery (Figure 5), giving a mean rating of 4.01 out of 5.
- Less than half (45.2%) were satisfied with street direction signs (Figure 5), giving a mean rating of 3.4 out of 5.
- The highest level of satisfaction received was for staff helpfulness and politeness with 95.3% of visitors being satisfied (Figure 5), giving a mean rating of 4.75 out of 5.

FIGURE 5: TO WHAT EXTENT ARE YOU SATISFIED WITH THE FOLLOWING FACILITIES AND SERVICES?

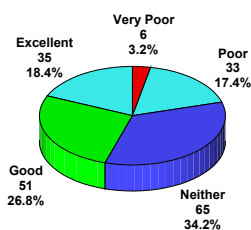
Access to the Museum and Art Gallery



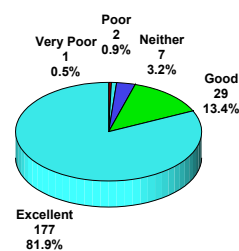
Access within the Museum and Art Gallery



Street Direction Signs



Staff helpfulness and politeness

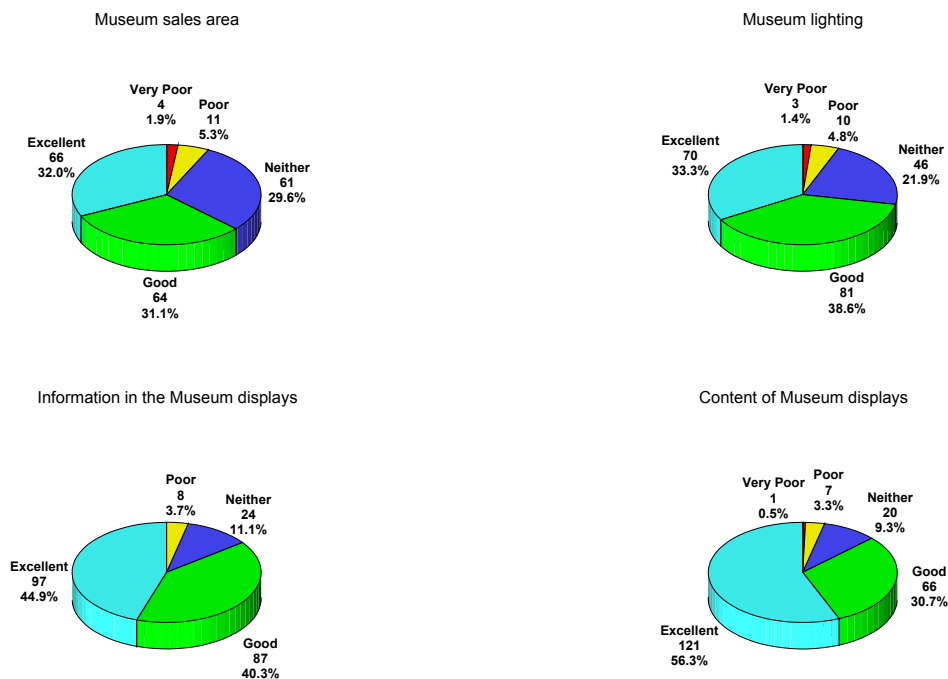


12.2 SATISFACTION WITH MUSEUM AND ART GALLERY FACILITIES AND SERVICES (CONT'D)

- Over three fifths (63.1%) were satisfied with the Museum sales area (Figure 6), giving a mean rating of 3.85 out of 5.
- Almost three quarters (71.9%) were satisfied with the Museum lighting (Figure 6), giving a mean rating of 3.97 out of 5.
- Over four fifths (85.2%) were satisfied with the Information in the Museum displays (Figure 6), giving a mean rating of 4.26 out of 5.
- The second highest level of satisfaction received was for the content of Museum displays, with 87% satisfied (Figure 6), giving a mean rating of 4.39 out of 5.

FIGURE 6: TO WHAT EXTENT ARE YOU SATISFIED WITH THE FOLLOWING FACILITIES AND SERVICES?

■



- Combining the results in figures 5 and 6:
- Satisfaction is highest for:
 - Staff helpfulness and politeness (95.3%)
 - Content of museum displays (87.0%)
 - Information in the Museum displays (85.2%)
- However, satisfaction is lowest for:
 - Access to the Museum and Art Gallery (68.4%)
 - Street direction signs to the Museum and Art Gallery (45.2%)

13.0 SATISFACTION WITH MUSEUM VISIT - PRESENTATION OF MUSEUM DISPLAYS

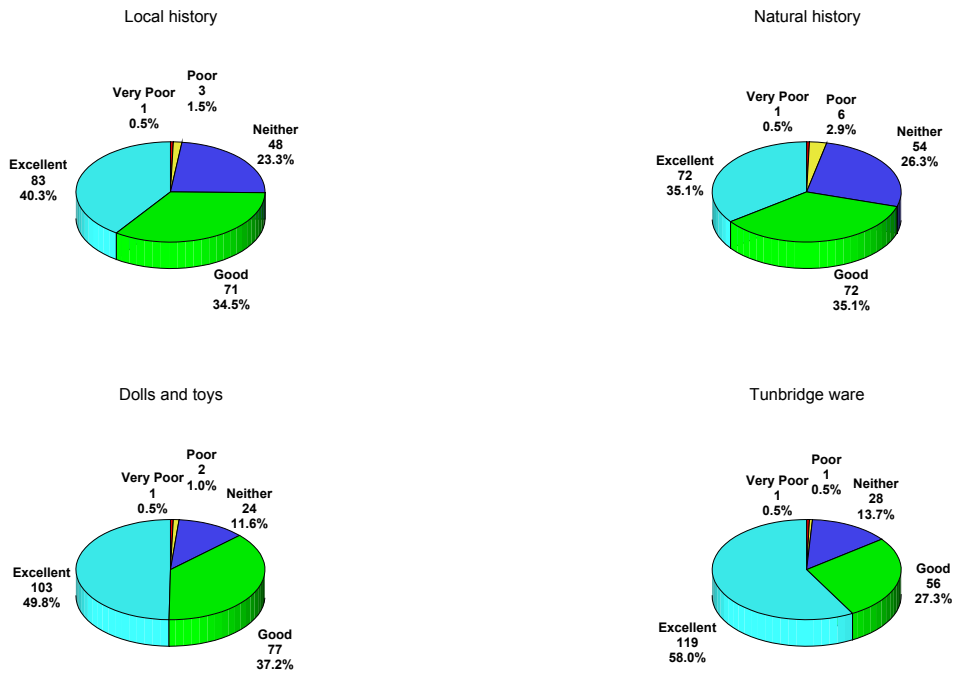
- Visitors were then asked for their degree of satisfaction with specific Museum displays and themes. The following were investigated:
 - Local History
 - Natural History
 - Dolls and Toys
 - Tunbridge ware
 - Archaeology
 - General bygones
 - Costumes

- All results are based on a one to five scale rating, where 1= Very poor and 5= Excellent. A mean rating is also given.

13.1 SATISFACTION WITH MUSEUM AND ART GALLERY FACILITIES AND SERVICES

- Three quarters (74.8%) were satisfied with the Local History display (Figure 7), giving a mean rating of 4.12 out of 5.
- 70.2% were satisfied with the Natural History display (Figure 7), giving a mean rating of 4.01 out of 5.
- Almost nine in ten (87%) were satisfied with the Dolls and Toys display (Figure 7), giving a mean rating of 4.34 out of 5.
- 85.3% were satisfied with the Tunbridge ware display (Figure 7), giving a mean rating of 4.41 out of 5.

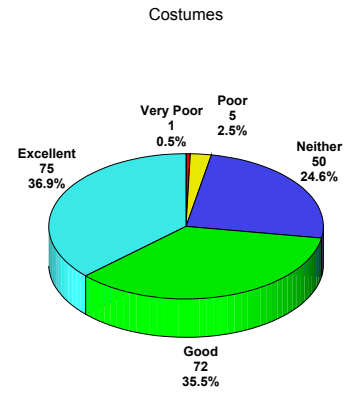
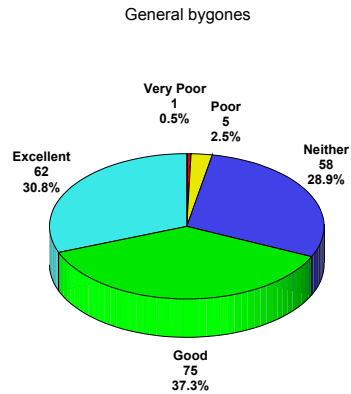
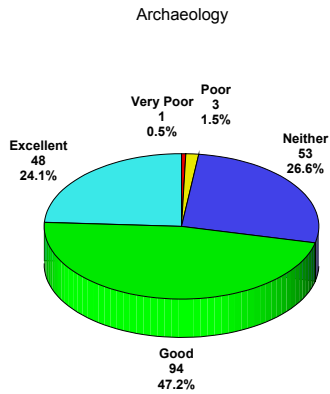
FIGURE 7: TO WHAT EXTENT ARE YOU SATISFIED WITH THE FOLLOWING MUSEUM DISPLAYS?



13.2 SATISFACTION WITH MUSEUM AND ART GALLERY FACILITIES AND SERVICES (CONT'D)

- Almost three quarters (71.3%) were satisfied with the Archaeology display (Figure 8), giving a mean rating of 3.92 out of 5.
- Over two thirds (68.1%) were satisfied with the General bygones display (Figure 8), giving a mean rating of 3.95 out of 5.
- Almost three quarters (72.4%) were satisfied with the Costumes display (Figure 8), giving a mean rating of 4.05 out of 5.

FIGURE 8: TO WHAT EXTENT ARE YOU SATISFIED WITH THE FOLLOWING MUSEUM DISPLAYS?

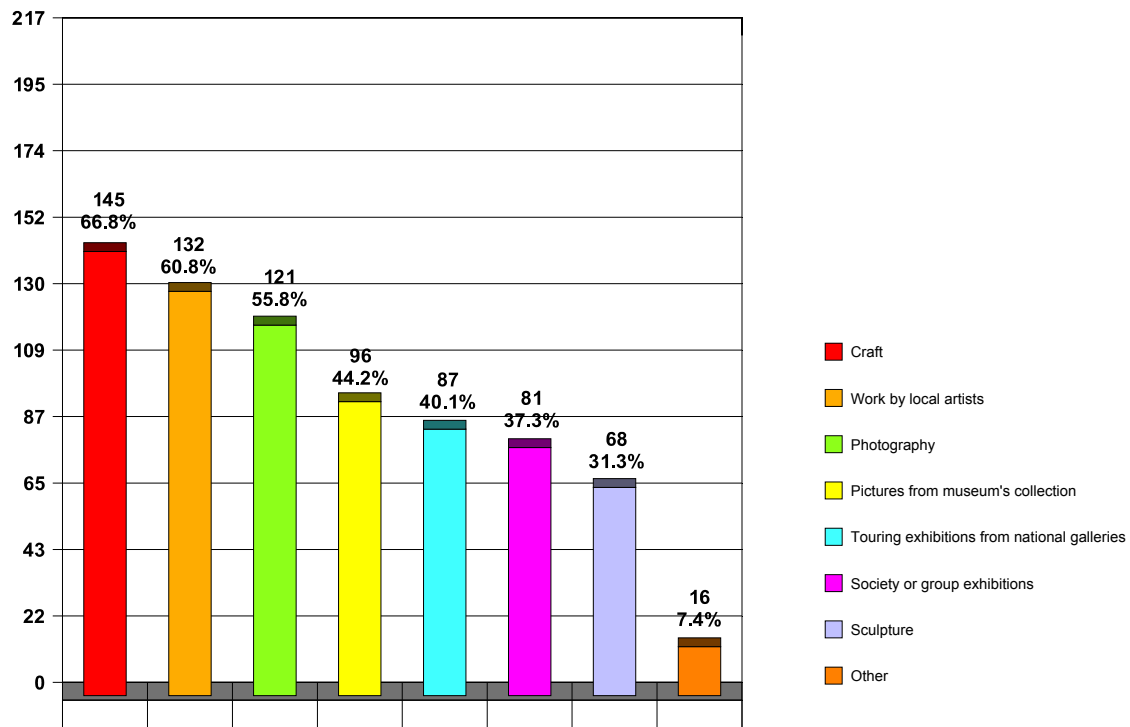


- Combining the results in figures 7 and 8:
- Satisfaction is highest for:
 - Dolls and Toys (87.0%)
 - Tunbridge ware (85.3%)
 - Local History (74.8%)
- However, satisfaction is lowest for:
 - Natural History (70.2%)
 - General bygones (68.1%)

14.0 PREFERRED GALLERY EXHIBITIONS

- Visitors were asked to indicate which type of gallery exhibition they prefer from a list of pre-coded options available. All visitors were able to select more than one option; therefore totals will be greater than 100%.
- The top three gallery exhibitions visitors prefer are Craft (66.8%), Work by local artists (60.8%), and Photography (55.8%), (Figure 9).

FIGURE 9: WHAT TYPE OF GALLERY EXHIBITIONS DO YOU LIKE?

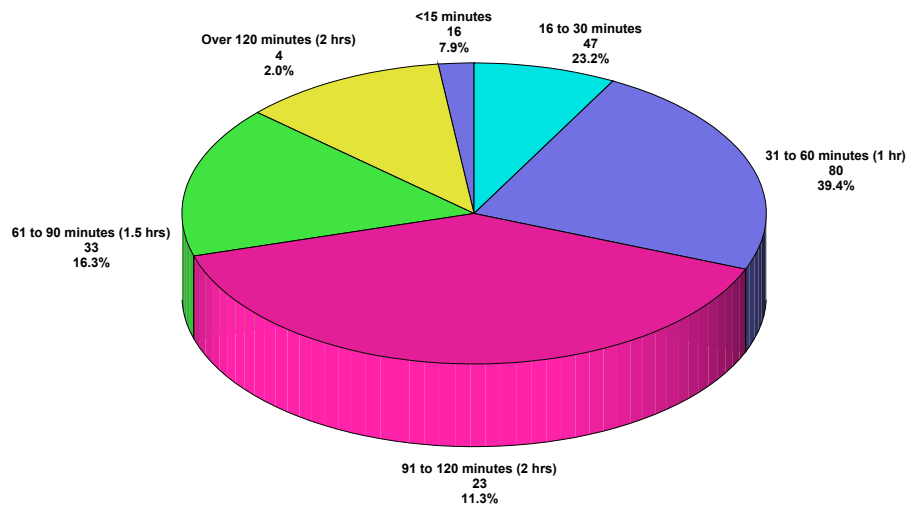


- However, the gallery exhibitions visitors appear to like the least are Touring exhibitions from national galleries (40.1%), Society or group exhibitions (37.3%), and Sculpture (31.3%).

15.0 LENGTH OF VISIT

- Over four fifths (83.2%) of visitors spent up to one hour at the Museum and Art Gallery.
- Looking at this hour in more detail, over a quarter (26.6%) spent 16 to 30 minutes, with a further two fifths (39.4%) spending 31 to 60 minutes there (Figure 10).
- The average time spent at the Museum and Art Gallery equates to 60.6 minutes.

FIGURE 10: APPROXIMATELY HOW LONG DID YOU SPEND IN THE MUSEUM AND ART GALLERY?



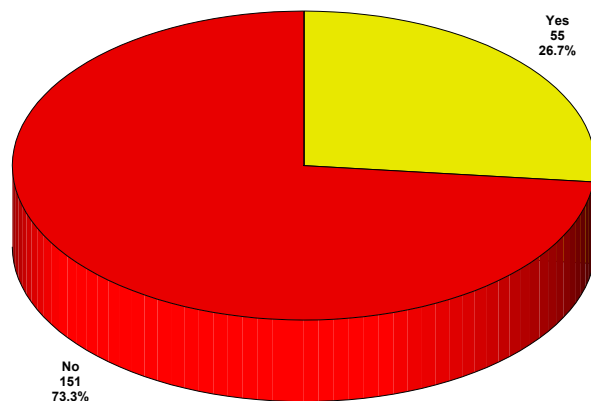
16.0 OPENING HOURS

- The current opening hours for the Museum and Art Gallery are Monday to Saturday 09:30 - 17:00, Sunday 10:00 - 16:00. The Museum and Art Gallery are closed on Bank Holidays and Easter Sunday.
- This next question asks visitors: 'If the Museum and Art Gallery could be open longer, which would be most convenient for you to visit?'
- The results show that regardless of day of the week, visits between 13:00 - 17:00 are the most convenient, particularly for:
 - Saturdays 59.2%
 - Sundays 73.2%
 - Bank Holidays 75.5%
- During the week (Mon-Fri), 13:00 -17:00 is the most convenient time for:
 - Tuesdays 51.3%
 - Wednesday 48.8%
 - Fridays 49.4%
- During the week (Mon-Fri), 17: 00 - 20:00 is the most convenient time for:
 - Thursdays 43.9%
 - Fridays 43.5%
- The only occasion where morning visits, 09:30 - 13:00 were seen to be most convenient were:
 - Saturdays 37.8%
 - Bank Holidays 32.4%

17.0 PURCHASES

- Almost three quarters (73.3%) of visitors did not buy anything from the Museum's sales area (Figure 11), leaving just over a quarter (26.7%) making a purchase.

FIGURE 11: DID YOU BUY ANYTHING FROM THE MUSEUM'S SALES AREA?



- Visitors who did not make a purchase from the Museum and Art Gallery sales area (73.3%), were not eligible to answer the next two questions. Therefore the next two questions are based on a reduced sample of 55 respondents.
- Of those making a purchase (one or more item), visitors bought:
 - postcards 57.4%
 - other souvenirs 53.7%
 - books 18.5%
- In terms of the value of visitors' expenditure, visitors spent:
 - Less than £1 45.5%
 - £1.01 to £3 29.1%
 - £3.01 to £5 16.4%
 - £5.01 to £7 1.8%
 - £7.01 to £10 1.8%
 - £10 5.5%
- Visitors' average expenditure equate to £3.12, the highest valued purchase was £30.

- All respondents were eligible to answer the next question, based on the sample of 222 respondents.

18.0 LIKES AND DISLIKES OF THE MUSEUM AND ART GALLERY

- Having identified various visitor profiles and visitor patterns to the Museum and Art Gallery, this next section looks at what people liked about their visit, and, if any, what things they particularly disliked. Respondents were able to write in their answers, which were then coded for ease of analysis. Results are based on 181 comments received.
- The most frequently occurring comments that visitors *liked* and *disliked* about the Museum are provided below.

LIKE ABOUT THE MUSEUM

■ Very interesting, well presented/displays, very good	29.3% (53 people)
■ Dolls, dolls house, toys, treasure hunt, games	22.7% (41 people)
■ General collections/displays, variety of exhibitions	22.1% (40 people)
■ Staff very friendly, helpful, nice atmosphere	17.7% (32 people)
■ Child/family friendly activities	9.9% (18 people)
■ Tunbridge ware exhibition	9.9% (18 people)
■ Local/Natural history, Archaeology, Romary's	7.7% (14 people)
■ Layout, spacious, big	3.9% (7 people)
■ Animals	3.3% (6 people)
■ Photos and pictures	2.8% (5 people)
■ Local artefacts, history	2.8% (5 people)

DISLIKE ABOUT THE MUSEUM

■ Cramped, too crowded, too much	5.5% (10 people)
■ Poor lighting	3.9% (7 people)
■ Poor access, stairs, wheelchairs	2.2% (4 people)
■ Not interesting, poorly presented displays, basic	1.1% (2 people)
■ Dull, dusty, old fashioned	1.1% (2 people)

- Visitors to the Museum had more positive comments to say than negative comments.
- In general, visitors were pleased with the overall presentation, with staff friendliness and helpfulness also scoring high in the rankings. Encouragingly visitors had high recollections of the names of displays and exhibitions, with Dolls, Toys etc being their favourite.
- As for the dislikes, too cramped, poor lighting and access were the most cited criticisms.

- The most frequently occurring comments that visitors **liked** and **disliked** about the Art Gallery are provided below. Results are based on 91 comments received.

LIKE ABOUT THE ART GALLERY

■ General collections/displays, variety of exhibitions	29.7% (27 people)
■ Very interesting, well presented/displays, very good	26.4% (24 people)
■ Spaciousness, lighting	12.1% (11 people)
■ Pictures, paintings	9.9% (9 people)
■ Photographs	7.7% (7 people)
■ Local exhibits, artists	6.6% (6 people)
■ Staff very friendly, helpful, nice atmosphere	2.2% (2 people)
■ The music, exhibition noise	2.2% (2 people)

DISLIKE ABOUT THE ART GALLERY

■ Not interesting, poorly presented displays, basic	5.5% (5 people)
■ Poor access	4.4% (4 people)
■ Poor lighting, too dark	4.4% (4 people)
■ Opening hours	3.3% (3 people)
■ More child friendly, children's work	3.3% (3 people)
■ Lack of seats	3.3% (3 people)

- Visitors to the Art Gallery were generally happy and liked what was available citing more positive comments than negative ones.
- In general, visitors were pleased with the overall presentation, the spaciousness and lighting and nature of themes. Visitors didn't necessarily have the same high recollection for the names of specific displays and exhibitions as with the Museum.
- As for the dislikes, not interesting enough, poor access and lighting were cited most.

19.0 PARTY COMPOSITION

- The profile of visitors to the Museum and Art Gallery was 2:1 female to males.

FEMALE VISITOR PATTERNS

- Female visitors tended to visit the Museum and Art Gallery in pairs up to the age of 24 years (Table 1, shaded boxes).
- Half of females in a group are single aged 15-24,(50%).
- The older the female visitor the more likely they to be visiting alone.
- There are very few female groups, regardless of age consisting of any more than 3 people.

TABLE 1: FEMALE PARTY COMPOSITION

Size of party	1	2	3	4	5	6+
Age						
0-14	53.3%	32.8%	10.7%	2.5%	0.8%	-
15-24	50.0%	33.3%	16.7%	-	-	-
25-34	80.0%	16.7%	3.3%	-	-	-
35-44	84.5%	11.3%	2.8%	1.4%	-	-
45-54	91.3%	4.3%	-	-	-	4.3%
55-64	83.3%	5.6%	5.6%	-	5.6%	-
65+	87.5%	6.3%	3.1%	-	3.1%	-

- Taking the above data and looking at the make up of female groups in more detail, we can see that the average number of people in each group varies according to age:
 - 0-14 1.64
 - 15-24 1.66
 - 25-34 1.23
 - 35-44 1.21
 - 45-54 1.26
 - 55-64 1.38
 - 65+ 1.25
- The largest female age group is aged 15-24, average 1.66 people.

MALE VISITOR PATTERNS

- Male visitors tend to visit the Museum and Art Gallery alone, predominantly aged 25-34 and 35-44; 88.9% and 95.5% respectively. Over a quarter (28%) of males in their group are in pairs aged <14, with 25% aged 45-54 (Table 2, shaded boxes).
- The older the male visitor profile, the more likely their group make up is in pairs.
- There are very few male groups, regardless of age consisting of any more than three in a group.

TABLE 2: MALE PARTY COMPOSITION

Size of party	1	2	3	4	5	6+
Age						
0-14	65.3%	28.0%	6.7%	-	-	-
15-24	66.7%	-	-	-	-	33.3%
25-34	88.9%	-	11.1%	-	-	-
35-44	95.5%	-	4.5%	-	-	-
45-54	75.0%	25.0%	-	-	-	-
55-64	83.3%	8.3%	-	-	8.3%	-
65+	75.0%	16.7%	-	-	-	8.3%

- Taking the above data and looking at the make up of male groups in more detail, we can see that the average number of people in each group varies according to age:
 - 0-14 1.41
 - 15-24 2.66
 - 25-34 1.22
 - 35-44 1.09
 - 45-54 1.25
 - 55-64 1.41
 - 65+ 1.58
- The largest male age group is aged 15-24, average 2.66 people.
- The average number of adults per party is 1.76.
- The average number of children per party is 2.10.

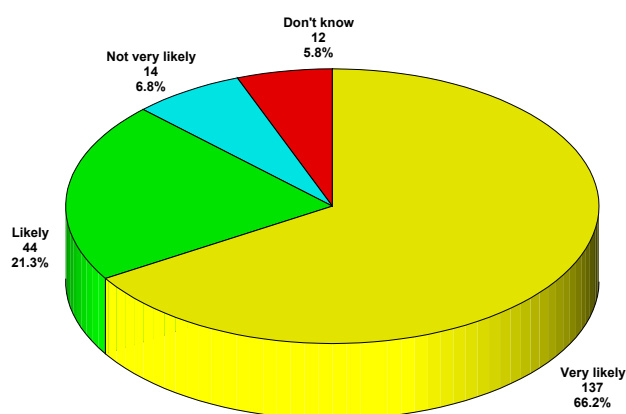
REGISTERED DISABLED

- 1.9% of museum visitors are registered disabled.

20.0 FUTURE VISITS TO THE MUSEUM AND ART GALLERY

- Almost nine in ten (87.5%) people stated they would visit the Museum and Art Gallery again, of which 21.3% are 'likely' to and the majority, 66.2%, are 'very likely' to (Figure 12).

FIGURE 12: HOW LIKELY ARE YOU TO VISIT THE MUSEUM AND ART GALLERY AGAIN?



- If unlikely to visit again, the main reasons given were:
 - Rarely visit Tunbridge Wells
 - Live too far away
- Encouragingly, the majority of those living less than five miles away and over 100 miles away are likely to visit again.
- Visitors that did not make a purchase from the Museum sales area are more likely to visit again (89.1%), compared to those that did buy something, (83.6%).
- The less time spent at the Museum and Art Gallery on this occasion, ie <15 minutes, 16 to 30 minutes and 31 to 60 minutes, the more likely they are to visit again in the future, compared to those spending longer.

21.0 MUSEUM IMPROVEMENTS

- Asking how the Museum and Art Gallery could be improved, visitors were given the opportunity to write in their suggestions, which were then coded for ease of analysis.
- The most frequently occurring comments received about Museum and Art Gallery improvements are provided below. Results are based on 101 comments received.

■ Easier access, wheelchairs, pushchairs, lifts	22.8% (23 people)
■ Larger museum, more space, expand	18.8% (19 people)
■ Larger Art Gallery, expand	17.8% (18 people)
■ Do not change, nothing needed	11.9% (12 people)
■ More interest for children, activities, child friendly	11.9% (12 people)
■ More displays, change frequently	8.9% (9 people)
■ Improve lighting, modern effects	8.9% (9 people)
■ Toilets	7.9% (8 people)
■ More Local History, how people used to live, pictures	5.9% (5 people)
■ Café, seating area	4.0% (4 people)
■ More Natural History	3.0% (3 people)
■ Improve layout	2.0% (2 people)
■ More local artists, crafts, children's work	2.0% (2 people)
■ Air conditioning	2.0% (2 people)
■ Distribute leaflets to schools	2.0% (2 people)
■ Improve publicity	2.0% (2 people)

- As seen in section 18.0, visitors disliked cramped accommodation, poor lights, and poor access - visitors here have stated these as the main areas they'd like to see improved.
- In addition to overcoming the dislikes, visitors also suggested providing new facilities, such as toilets, a café, seating area and more exhibits.

22.0 OTHER MUSEUMS AND ART GALLERIES

- The final section of this survey investigated visitors' preferences and habits towards visiting other museums and art galleries.
- Almost nine in ten (86.2%) visit other museums and art galleries (Figure 13), leaving a minority, 13.8%, not making visits to other museums.
- If visiting other museums and art galleries, almost two fifths (39.7%) visit two to three times per year, with a quarter (25.1%) visiting more than six times per annum, (Figure 14, overleaf).
- One in ten (10.1%) rarely visit other museums and art galleries, with 11.2% visiting annually.

FIGURE 13: DO YOU VISIT OTHER MUSEUMS AND ART GALLERIES?

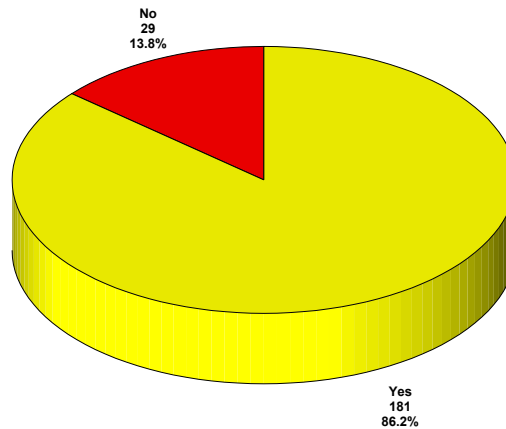
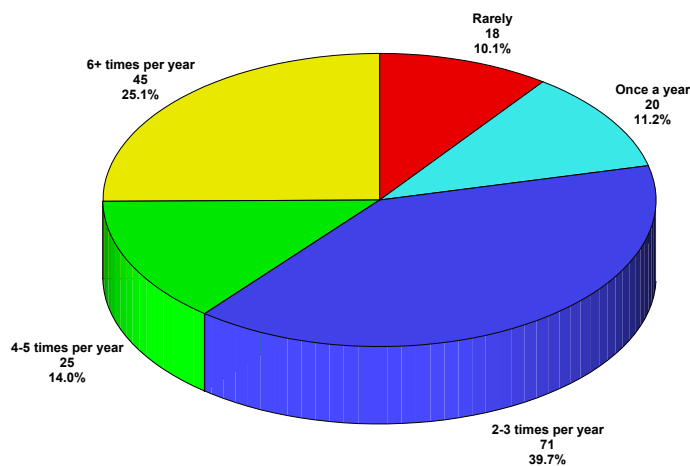


FIGURE 14: HOW OFTEN DO YOU VISIT OTHER MUSEUMS AND ART GALLERIES?



23.0 FURTHER ANALYSIS

- Further analysis may be carried out on data presented in this report to provide you with further information. It should be noted at this point that further detailed analysis could be less representative and not as statistically significant due to lower sample sizes. It therefore may not provide value, and/or require health warnings on the reported values. If this is required, please contact the Research Officer to discuss your requirements in more detail.
- Please note any additional analysis will have to be built into the work programme and may not be available immediately.

24.0 POSSIBLE FURTHER RESEARCH

- It is worth bearing in mind that research may on some occasions generate further research to identify and answer specific issues raised from a particular piece of work.
- Issues raised in this research that could require further investigation:
 - Consideration should be given to improving the external street signage to the Museum and Art Gallery, as this was the area where dissatisfaction was highest. Further research here needs to take into account the origin of visitors and mode of transport used in order to identify best locations for external signage.
 - A review of opening hours may need further consideration and research to identify the most convenient times for visitors. Such a review would need to be in partnership with Kent County Council to coincide with the opening times of the library.