

Dana Centre Audience Profile

November 2005 – July 2006



**science
museum**

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SUMMARY

- During the period September 2005 to July 2006, a total of 5753 visitors attended the 97 events delivered by the Science Museum's Dana Centre team.
- Overall, Dana Centre events attracted their intended target audience age range of 19-45 years, with a large majority (81%) falling within this bracket. 17.3% fall into the older age ranges.
- Overall, slightly more women than men visit Dana Centre events; 55.8% vs 44.2%.
- The proportion of non-white visitors to Dana Centre events has increased since the 2004-2005 period from 11.4% to 16.6%.
- More than half (63%) of visitors were from Inner London and just over a quarter are resident in Outer London. Of the remaining 11% resident outside of London, most are resident in the Southeast/East of England (7.9% of total sample).
- Visitors resident in London were most likely to be from the Borough of Camden (10.3%) followed by the Borough Kensington and Chelsea (8.7%), where the Dana Centre is located.
- 42.2% of Dana Centre visitors have occupations relating to science, technology or medicine
- The two most frequently selected reasons for attending were 'personal interest in the subject area' (55.7%) and 'having an opportunity to learn' (51.3%). Interestingly less than a quarter (23.8%) of all visitors stated 'work related interest in the subject area' as a reason for visiting.
- The Dana Centre events appear successful in attracting visitors who are less likely to visit other science-related venues, for example Science Museums or Science-related debates. Visitors reported attending art galleries and arts-related venues and events more frequently than they attend science-related venues and events. Almost all visitors reported going to an art gallery/ museum or a live arts performance at least once a year (90.5% and 93.2% respectively). As a comparison, two in 5 visitors (39.3%) reported never or hardly ever attending public debates or lectures on a science related topic.
- Overall, over a third (36.6%) of all visitors had previously visited the Dana Centre. Of those who had visited an event in the last 12 months, 39.4% had attended three or more events.
- The majority of all people attending a Dana Centre event did so in a group (73%), rather than alone (27%).

The DECIDE and Punk Science event series - a comparison

- When comparing the audience profiles for two separate event series, it becomes clear that different events at the Dana Centre attract different audiences. In this report the visitors to the Punk Science and the DECIDE events are compared. People attending the Punk Science events were younger than those who attended the DECIDE events - 71.2% of Punk Science series event visitors were 35 years or younger, while 62.6% of DECIDE visitors were of this younger age bracket.
- Highlighting a key difference between Punk Science and DECIDE series event visitors; 60.9% of Punk Science series visitors were in non-science related occupations, compared to 46.8% of DECIDE series visitors.
- Reasons for visiting the DECIDE and Punk Science events were significantly different. For the DECIDE events, 'personal interest in the subject matter' was key (59.3%) whilst only 29.9% of visitors to Punk Science series events reported this as a motivation. For this group, 'having a fun night out' was the main motivation (60.4%), followed by 'spending time with friends' (43.1%).
- Those who attended the Punk Science events were less likely to visit on their own (14.5%), compared to visitors to events overall and visitors to the DECIDE events (35.7%) group with other points.

INTRODUCTION

Audience profiling has been conducted at Dana Centre events from June 2004 with the aim to collect demographic information about the audience to establish whether events attract their intended target audience and to identify if any part of the target audience is clearly underrepresented (e.g. by age, ethnicity, gender). The audience profile also aims to find out about visitors' level and type of cultural activity and to monitor the number of repeat visitors to Dana Centre events.

In November 2005 a self-complete audience profile questionnaire replaced audience profile interviews. This method was introduced to provide a resource-efficient way of collecting much larger quantities of data. The questionnaire is only used for events that are produced by the Science Museum's events team (the majority of events) and not EDAB and BA.

The self-complete audience profile questionnaire contains 3 new questions:

1. A question about the visitors' motivation for attending the event
2. A question asking respondents to fill in the first half of their postcode
3. A question asking respondents to select the ethnicity / cultural group that they identify with. The different categories used for this question are modelled on the Census categories.

The introduction of these questions will enable us to gain a better understanding of the ethnic background of our visitors, where they are resident and what drives them to visit Dana Centre events.

To create space for the new questions, the section asking the respondents where they had found out about the event was removed. Instead, this information will be collected when visitors book an event.

This report presents the overall audience profile, but also compares the visitor profile of two different event series. These were chosen as they are different in character, use different formats and are likely to attract different audience groups.

DECIDE: This event series used a format that was heavily focused on discussion and debate, and where each event dealt with a current science issue, such as Nanotechnology or Stem Cells. Towards the end of the event the participants were asked to vote for a policy position.

Punk Science: This event series covered science issues using a comedy performance format.

METHODOLOGY

- During the audience profile data collection period November 2005 and July 2006, 4698 visitors attended a total of 79 events delivered by the Science Museum's Dana Centre team.
- Of the 79 events, audience profiling data was collected at 62 events¹. In total 3457 visitors attended the 62 events and of those visitors, 1368 (39.6%) completed the self-complete audience profile survey, representing an average of 22 completed questionnaires per event. This is higher than the number of profiling interviews conducted /event last year which aimed to collect 10 per event. September and October 2005 acted as a pilot period and information collected during this period has not been included in the overall analysis presented in this report.
- At the 62 events self-complete forms and pens were left on seats and tables. Before and during the event audience members were asked and reminded to complete the form by members of staff.

¹ NB it was not possible to collect audience profile surveys at all events as some of the methodology did not work with some formats. For example, when events only used a drop-in format and/or took place in several areas of the Dana Centre it became difficult to collect data.

FINDINGS

Age

Overall, Dana Centre events attracted their intended target audience age range of 19-45 years, with a large majority (81 %) falling within this bracket, whilst 17.3% were over 45 (see figure 1). The age profile of visitors attracted between November 2005 and July 2006 is similar to those attracted during the previous year.

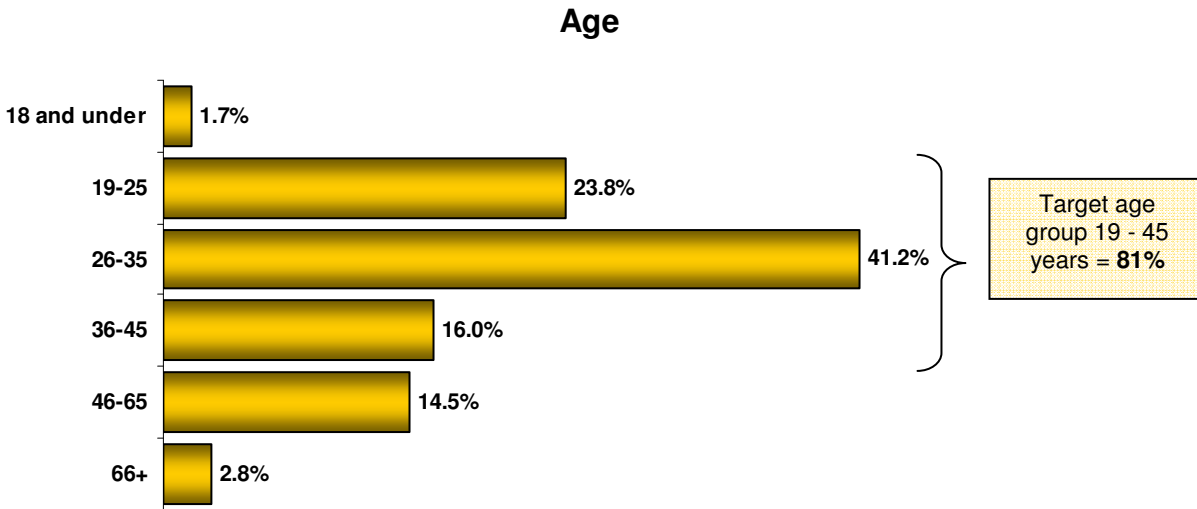


Figure 1: Age of Dana Centre visitors. Base: All respondents answering (1330)

A comparison of the age profile of total visitor numbers with that of visitors to the DECIDE and Punk Science event series (see introduction for an outline of these event series) highlights some differences: Whereas both the DECIDE and Punk Science events attracted the target age range of 19 - 45 (83.5% and 86.3% respectively), Punk Science series events attracted a younger audience overall: 71.2% of Punk Science series visitors were 35 years or younger, whilst 62.6% of DECIDE series visitors were of this younger age bracket (see figure 2).

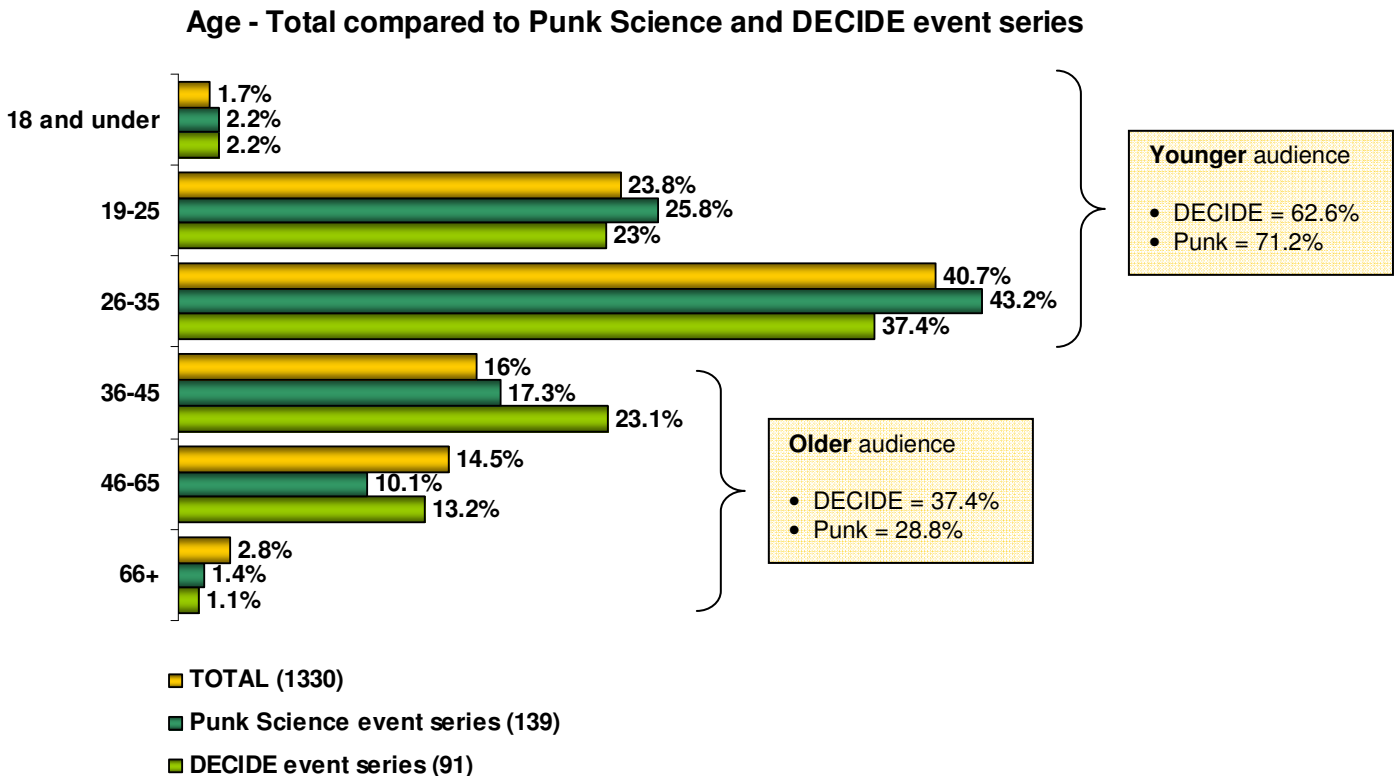


Figure 2: Age of Dana Centre visitors overall, compared to Punk Science and DECIDE series visitors. Base: All respondents answering - sizes referred to in figure.

Fig

Gender

Between November 2005 and July 2006, slightly more women than men attended Dana Centre events - over half (55.8%) of visitors during this time were women, while 44.2% were men. There is no significant change in the gender profile from last year's survey period - 53.7% were female and 46.3% male.

Figure 3 outlines the gender split for visitors to Dana Centre events between November 2005 and July 2006. As detailed below, visitors to the Punk Science event series were almost identical in gender profile of visitors overall.

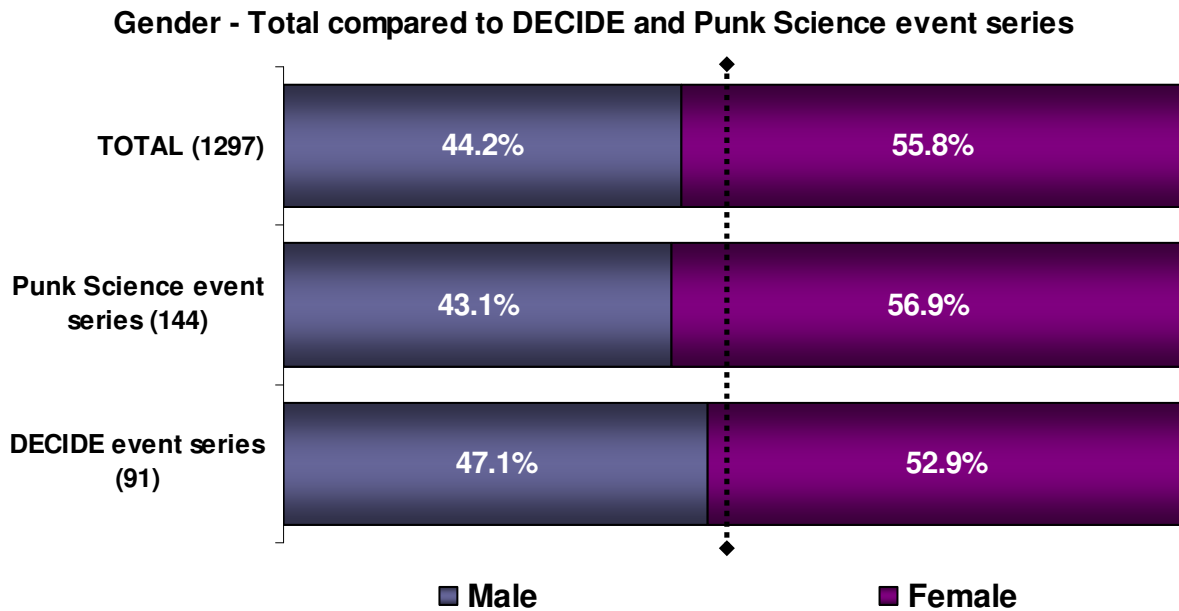


Figure 3: Gender profile of visitors - Total compared to Punk Science and DECIDE series visitors. Base: All respondents answering – size referred to in figure.

Ethnicity

Visitors to Dana Centre events were asked to record the ethnic or cultural group they most closely identify with. Of those who completed the profile survey, 4.8% did not complete the question about ethnic background. The ethnic profile here excludes the respondents who did not complete this question.

During the survey period 2005 – 2006, 16.6% of visitors were from a non-white ethnic background. This is slightly higher than during last year, where 11.4% were from a non-white ethnic background (see figure 4).

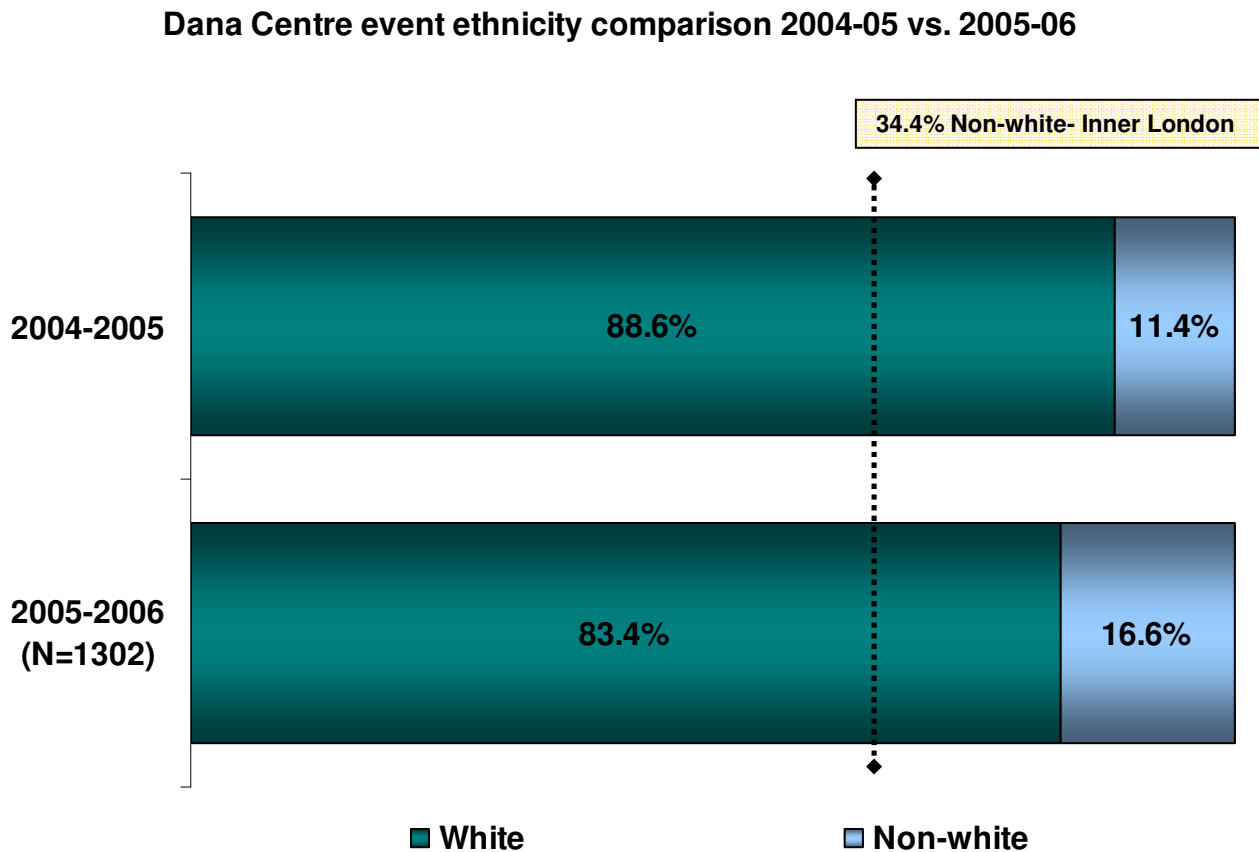


Figure 4: Dana Centre event ethnicity comparison 2004-05 vs. 2005-06

When comparing the ethnic profile of visitors to the Dana Centre with the ethnic profile of London, where the majority of visitors are resident (see table 2), it is clear that non-white ethnic groups are still underrepresented at Dana Centre events - the proportion of non-white visitors to Dana Centre events (16.6%) is still much lower than the proportion of non-white residents of London, particularly inner London (34.4%). See table 1.

Ethnic/Cultural Identity	Dana Centre visitors	London*	Inner London*	Outer London*
White	83.4%	71.1%	65.7%	74.6%
Other Ethnic Groups	3.0%	1.6%	2%	1.3%
Asian (Indian, Pakistani, Bangladeshi)	2.7%	10.2%	9.3%	10.8%
Chinese	2.3%	1.1%	1.4%	0.9%
Asian Other	2.2%	1.9%	1.3%	2.2%
Mixed (White and Black Caribbean/African)	1.7%	1.5%	2.0%	1.2%
Mixed (White and Asian)	1.6%	0.8%	0.9%	0.8%
Black (Caribbean, African, Other)	1.6%	10.9%	16.4%	7.5%
Mixed Other	1.5%	0.9%	1.1%	0.7%

* Census 2001 figures.

Table 1: Ethnicity proportions of Dana Centre Event visitors excluding those not answering compared with most recent available national figures. Base: All respondents answering (1302)

Place of residence

Close to two thirds (63.0%) of all visitors were from Inner London, while just over a quarter (26.0%) were from Outer London. Just over one in ten visitors (11.0%) are from outside of London, mainly from the Southeast or East of England (7.9%). See figure 5.

NB One fifth (20.4%) of all respondents either did not provide a postcode, or gave one that was incorrect or illegible. The 'Place of residence' profile presented here excludes these respondents.

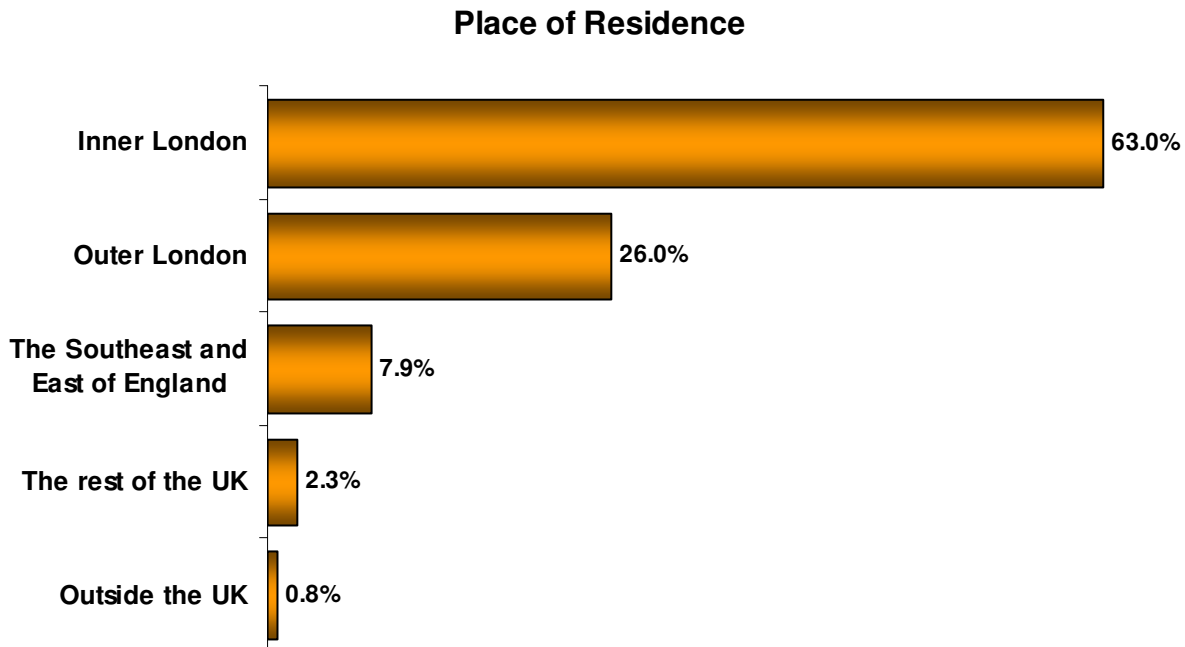


Figure 5: Place of residence. Base: all respondents answering/ providing correct postcode (1090)

Visitors resident in London

Of those visitors to Dana Centre events that were resident in Inner and Outer London, the most frequent London Borough stated as a place of residence was Camden followed by the Borough of Kensington and Chelsea (10.3% and 8.7% respectively). See table 2.

London Borough	%				
*Camden	10.3%	*Tower Hamlets	3.4%	Bromley	1.2%
*Kensington and Chelsea	8.7%	Harrow	2.9%	Enfield	1.1%
*Lambeth	6.8%	Barnet	2.8%	Hounslow	0.9%
*Wandsworth	6.7%	*Lewisham	2.6%	Sutton	0.9%
*Southwark	6.6%	Ealing	2.3%	Barking & Dagenham	0.6%
*Westminster	5.6%	Merton	2.1%	Bexley	0.4%
*Hammersmith/Fulham	5.4%	Greenwich	2.0%	Redbridge	0.4%
Richmond	5.2%	Croydon	1.9%	City of London	0.2%
Islington	5.0%	Brent	1.8%	Havering	0.2%
*Haringey	4.7%	Kingston	1.5%	Hillingdon	0.2%
*Hackney	4.3%	Waltham Forest	1.3%		

NB. Those boroughs marked with an asterisk are in Inner London

Table 2: London Borough of residence. Base: All visitors residing in Inner or Outer London (969)

Occupation

This analysis shows that while 42.4% of Dana Centre visitors are in occupations relating to science, technology or medicine, 57.6% are in professions outside these fields. This is an increase from last year, where 47.1% of visitors to Dana Centre events were in non-science related professions. This suggests that Dana Centre events increasingly attract wider audiences (see figure 6). NB 18.8% of responses could not be classified as respondents had not given sufficient information about their occupation. The Occupation profile presented here excludes these respondents.

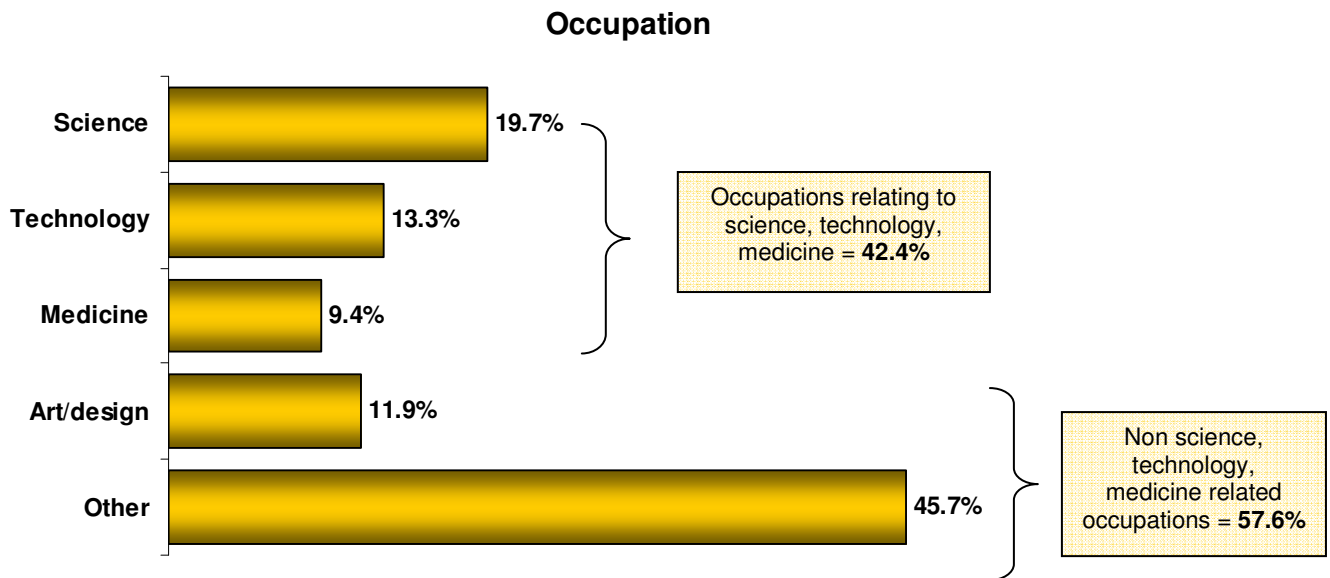


Figure 6: Occupation. Base: all respondents answering/ providing adequate information (1112)

When comparing the occupations of visitors to the Punk Science and the DECIDE series, it is clear that there are some differences. The discussion based DECIDE series attracted a higher proportion of visitors who had occupations related to science, technology or medicine with more than half (53.1%) of visitors falling into this category. Of those who attended the Punk Science series audience, 39.1% fell into this category.

60.9% Punk Science event series visitors were in non-science related occupations, whilst less than half (46.8%) of DECIDE series visitors were. Conversely, where only 5.2% of Punk Science event series visitors were in a medical profession, 13.9% of DECIDE event series visitors worked in this field, which may be linked to the specific topic areas covered by the DECIDE events (see figure 7).

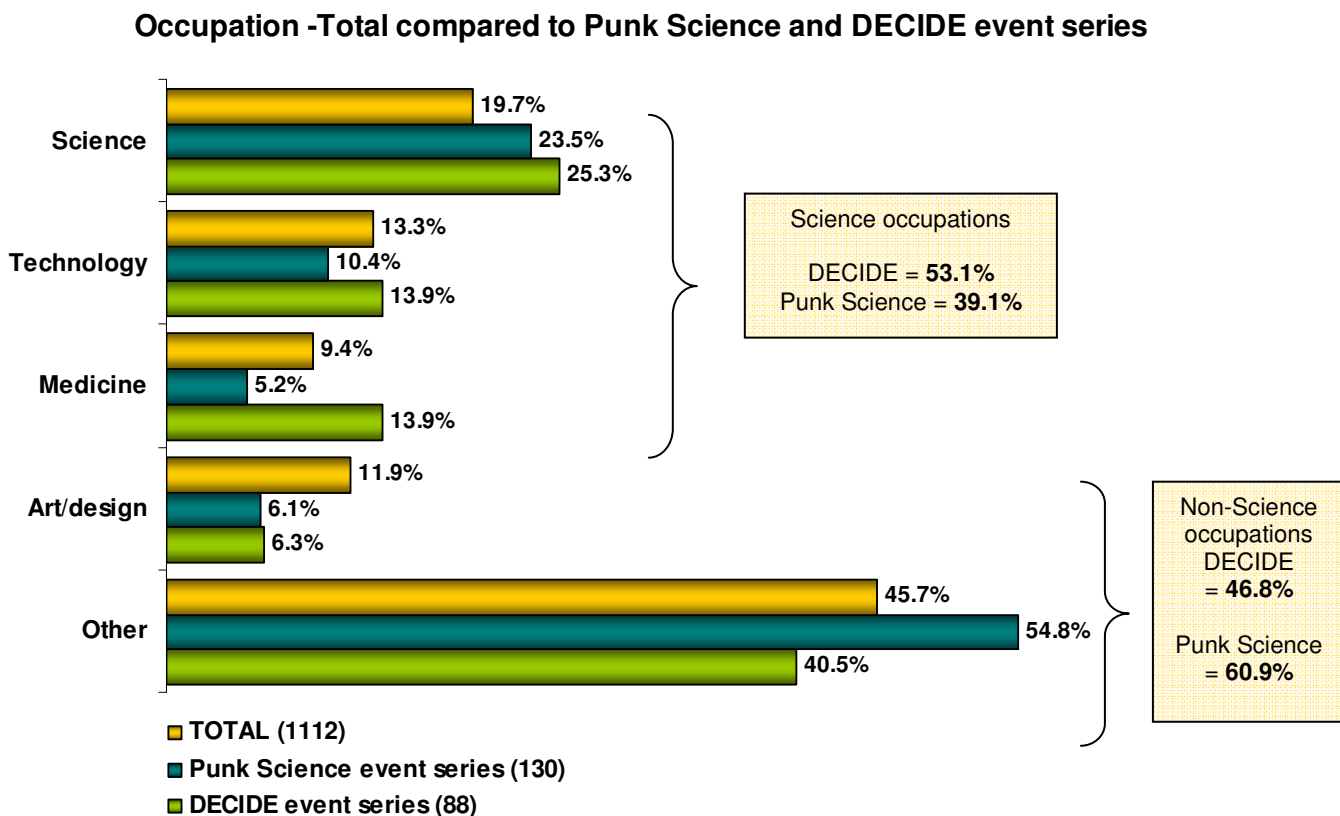


Figure 7: Occupation –Total compared to Punk Science and DECIDE series events. Base: All respondents answering/ providing adequate information – base sizes referred to in figure.

Reasons for visiting a Dana Centre Event

The two most frequently selected reasons for attending the event were 'personal interest in the subject area' (55.7%) and 'having an opportunity to learn' (51.3%). Interestingly a much lower proportion (23.8%) of all visitors stated a 'Work related interest in the subject area' as a reason for visiting. Close to a third of all visitors reported that a 'fun night out' was their motivation (32.6%) and over a quarter (28.3%) gave 'Spending time with friends' as a motivation, suggesting that many who attend events also value their social aspect (see figure 8).

Reason for visiting - Total

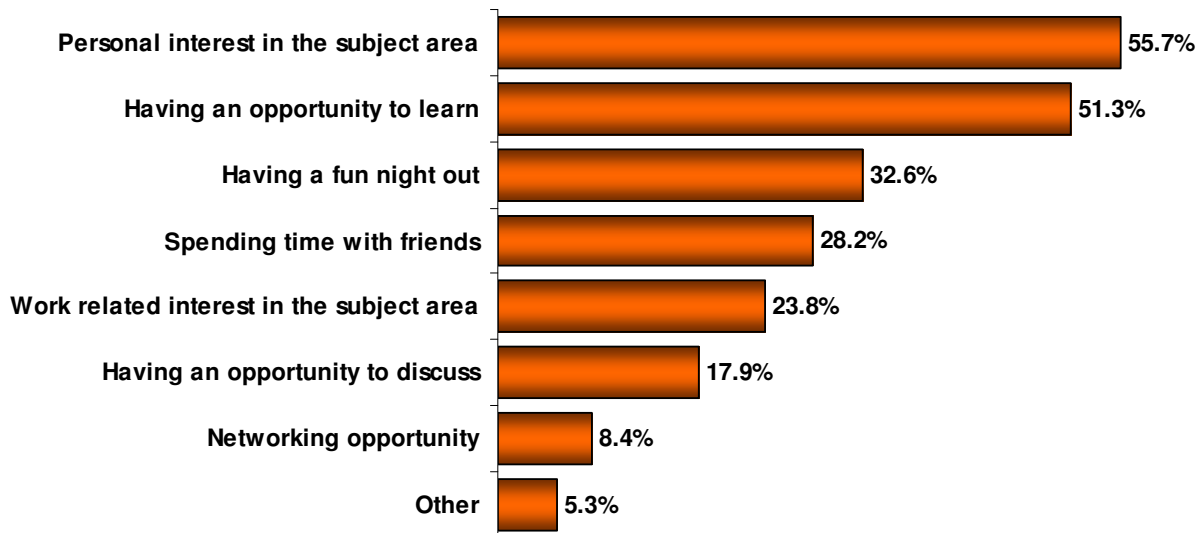


Figure 8: Reason for visiting Dana Centre Event. Base: All respondents giving a reason (1342) NB respondents could select more than one response.

Reasons for visiting the event series DECIDE and Punk Science were, however, significantly different across the board. Like the overall total (detailed above) the most commonly reported reason for visiting the DECIDE series event was a 'personal interest in the subject matter' (59.3%). Only 29.9% of visitors to the Punk Science series event reported 'personal interest' as a motivation for their visit. For the Punk Science attendees, 'having a fun night out' was the main motivation (60.4%), followed by 'spending time with friends' (43.1%). This is perhaps not surprising as these two series use very different formats and tackle science issues in very different ways (see figure 9).

Reason for visiting - Punk Science compared to DECIDE event series

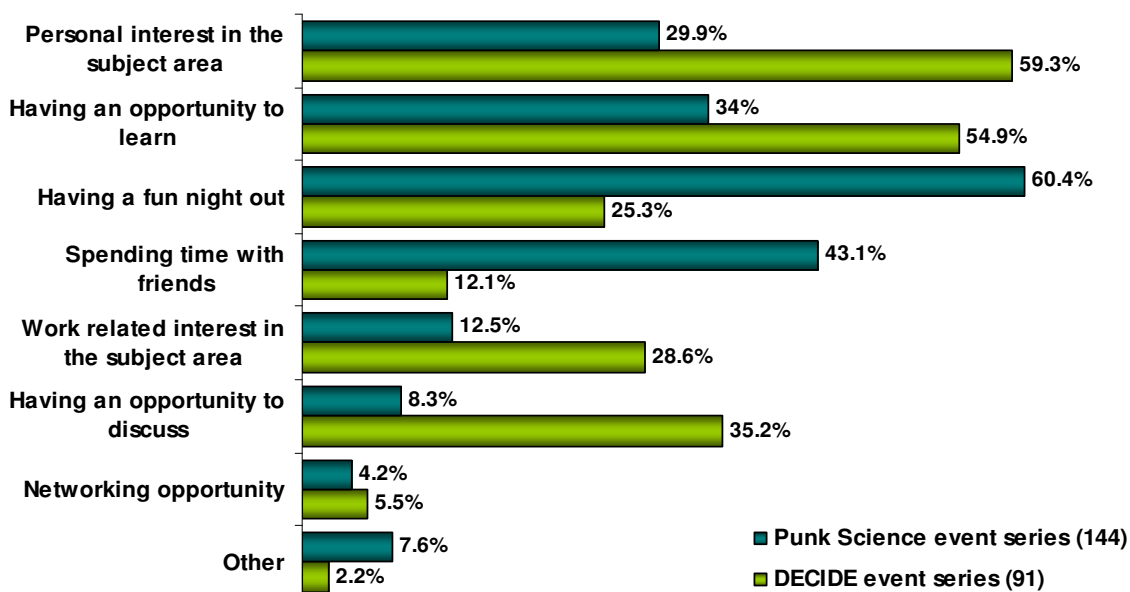


Figure 9: Reason for visiting Dana Centre Event – Punk Science compared to DECIDE series events. Base: All respondents giving a reason – base sizes referred to in figure. NB respondents could select more than one response.

Attendance of other cultural activities

The Dana Centre events appear successful in attracting visitors who are less likely to visit other science-related venues, for example Science Museums or Science-related debates. Visitors reported attending art galleries and arts-related venues and events more frequently than they attend science-related venues and events. Almost all visitors reported going to an art gallery/ museum or a live arts performance at least once a year (90.5% and 93.2% respectively). As a comparison, two in 5 visitors (39.3%) reported never or hardly ever attending public debates or lectures on a science related topic, whilst a quarter of all respondents (24.3%) reported 'never/ hardly ever' attending science centres/ museums (see table 3).

Cultural Activity	Science Centres/ Science Museums	Art Galleries/ Art Museums	Live arts performances	Public debates/ lectures on science	Other public debates/ lectures
More than 3 times/year	25.5%	55.1%	60.8%	26.9%	22.8%
1-3 times / year	50.2%	35.4%	32.4%	33.8%	36.1%
Never/Hardly Ever	24.3%	9.5%	6.7%	39.3%	41.1%

Table 3. Attendance of cultural activities. Base: All respondents answering – see table for base size)

Repeat visitors

36.6% of all visitors attending Dana Centre events were repeat visitors, similar to percentage of repeat visitors during the 2004-2005 survey period (38.5%). Of those who had attended a Dana Centre event in the last 12 months, 39.4% had attended three or more events.

There was no significant difference in the percentage of visitors to Decide and Punk science events who had previously visited a Dana centre event (58% vs 62%)

First vs. Repeat visitation -Total compared to Punk Science and DECIDE event series

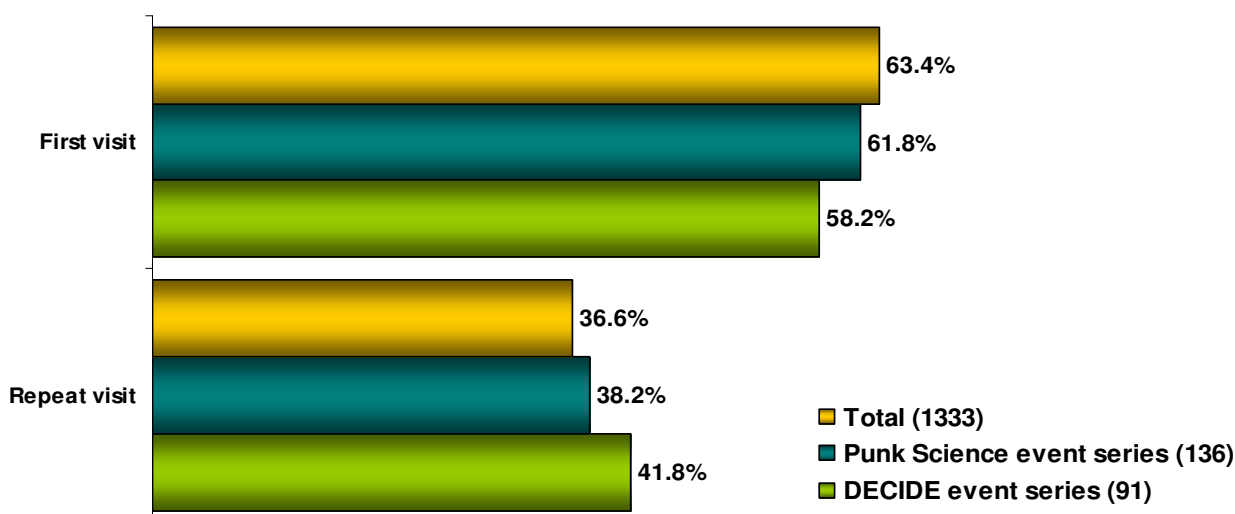


Figure 10: First vs. Repeat visitation – total compared to Punk Science and DECIDE event series. Base: all respondents answering – base sizes referred to in figure.

Number in group

The majority of all people attending a Dana Centre event did so in a group (73%), rather than alone (27%). Those who attended the Punk Science events were less likely to visit on their own (14.5%), compared to visitors to events overall and visitors to the DECIDE events (35.7%) (see figure 11). This is perhaps not surprising as Punk Science visitors were more likely to be visiting to 'have a fun night out' and 'spend time with friends'.

Number in group - Total compared to Punk Science and DECIDE event series

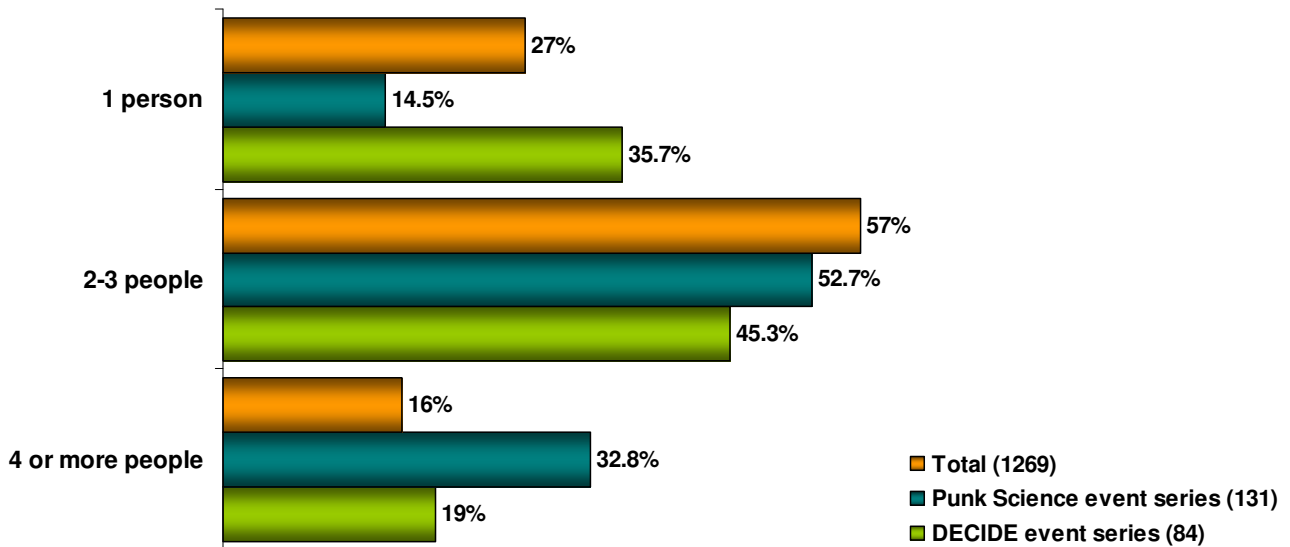


Figure 11: Number in group – Total compared to Punk Science and DECIDE event series. Base: All respondents answering – base sizes referred to in figure.