

# NATIONAL MUSEUMS LIVERPOOL

## VISITOR PROFILING SURVEY 2015 - 16

### WORLD MUSEUM

**North West Research,  
operated by:  
The Liverpool City Region  
Local Enterprise Partnership  
12 Princes Parade  
Liverpool, L3 1BG  
0151 237 3521**



North West Research  
This study has been produced by the in-house research team at the Liverpool City Region Local Enterprise Partnership. The team produces numerous key publications for the area, including the annual Digest of Tourism Statistics, in addition to collating key data and managing many regular research projects such as Hotel Occupancy and the Merseyside Visitor Survey.

Under the badge of North West Research (formerly known as England's Northwest Research Service) the team conducts numerous commercial research projects, with a particular specialism in the visitor economy and event evaluation. Over the last 10 years, North West Research has completed over 250 projects for both public and private sector clients.



**NorthWestResearch.org**

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### 1.3: METHODOLOGY

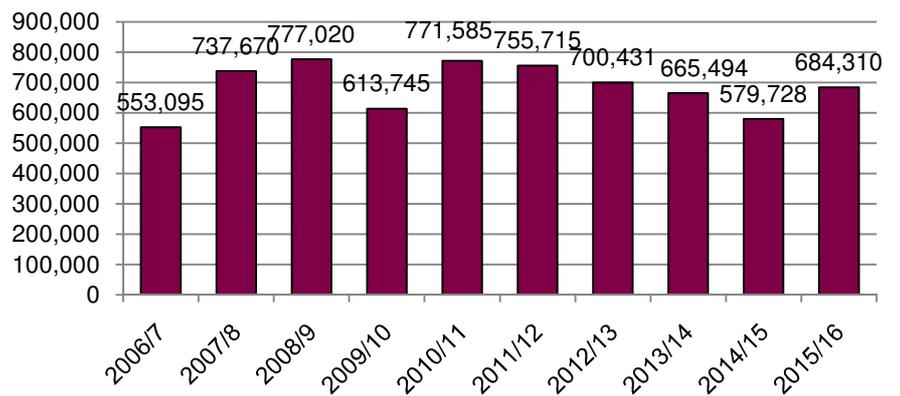
A face-to-face survey using a semi-structured questionnaire (attached in appendix) was administered by field staff from North West Research. This was conducted as an exit interview, with random sampling to ensure a cross-section of visitors were obtained. Interviewing took place from April to March 2015/16, with a total of 643 full valid interviews having taken place. This was split as shown below:

Interviews	Q1 (Apr-Jun)	Q2 (Jul-Sep)	Q3 (Oct-Dec)	Q4 (Jan-Mar)	Total
WM	177	194	144	128	643

Interviews were scheduled to be representative of the overall visit patterns at the venue, in order to give us 95% confidence in the data within the annual report.

### 1.4: VISITS TO VENUE

Visits to the World Museum over the last few years were as follows, with (in total) approximately 684,310 visits in 2015/16:



# 2

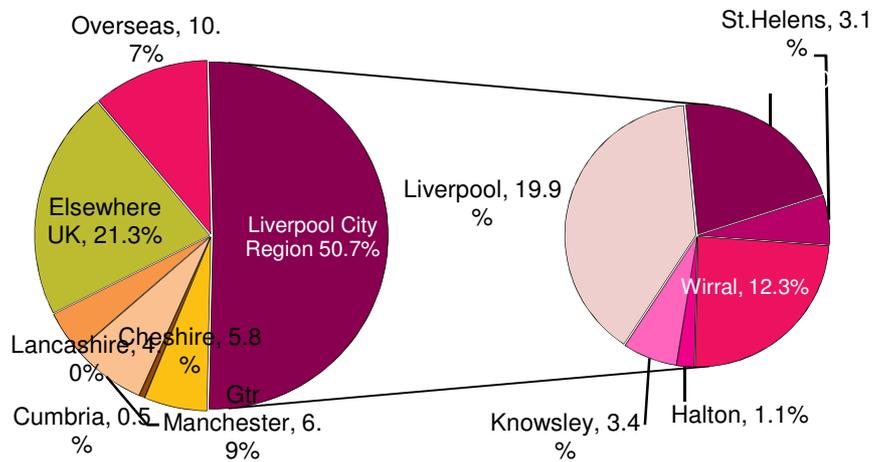
## VISITOR PROFILE

The majority of respondents were from within the Liverpool City Region (51%), followed by 17% from the rest of the North West Region.

21% came from elsewhere in the UK, outside of the North West – including the Yorkshire, West Midlands and Wales.

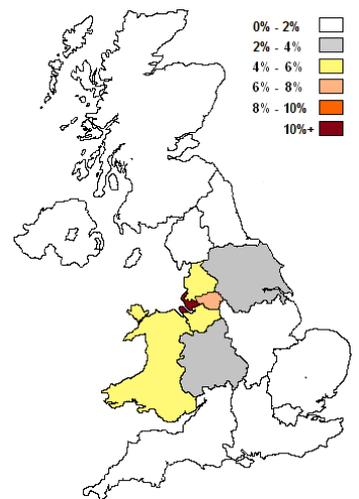
### 2.1: VISITOR ORIGIN

All respondents were asked for either their postcode or home town. This was then used to code responses up into the categories below. (Note: the annual report is used to code each venue’s visitors by more detailed geographies – in general, the smaller quarterly samples having lower reliability for such detail).



11% of all visitors were from overseas.

- 2% from Ireland
- 4% from elsewhere in W. Europe
- 1% from North America
- 1% from Australia / New Zealand



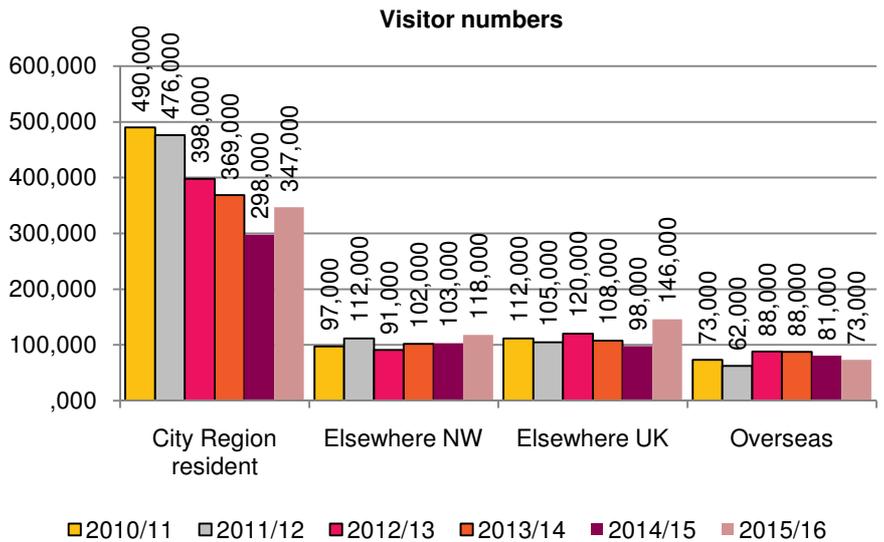


Overview of visitor Origin

	NML	WM
<b>Liverpool City Region</b>	<b>34.3%</b>	<b>50.7%</b>
<i>Liverpool</i>	14.4%	19.9%
<i>Wirral</i>	9.0%	12.3%
<i>Sefton</i>	6.2%	10.9%
<i>Knowsley</i>	1.5%	3.4%
<i>St.Helens</i>	1.9%	3.1%
<i>Halton</i>	1.3%	1.1%
<b>Elsewhere NW</b>	<b>16.2%</b>	<b>17.2%</b>
<i>Gtr Manchester</i>	5.6%	6.9%
<i>Cheshire</i>	5.8%	5.8%
<i>Lancashire</i>	4.1%	4.0%
<i>Cumbria</i>	0.8%	0.5%
<b>Elsewhere UK</b>	<b>35.2%</b>	<b>21.3%</b>
<b>Overseas</b>	<b>14.3%</b>	<b>10.7%</b>

As an overview, the World Museum saw a higher proportion of visitors from local areas than is typical of NML venues. In part this may be down to the ‘draw’ of the venue, but inevitably also its central location.

In the chart below we indicate what this origin might mean in absolute numbers – and also in terms of change over time.

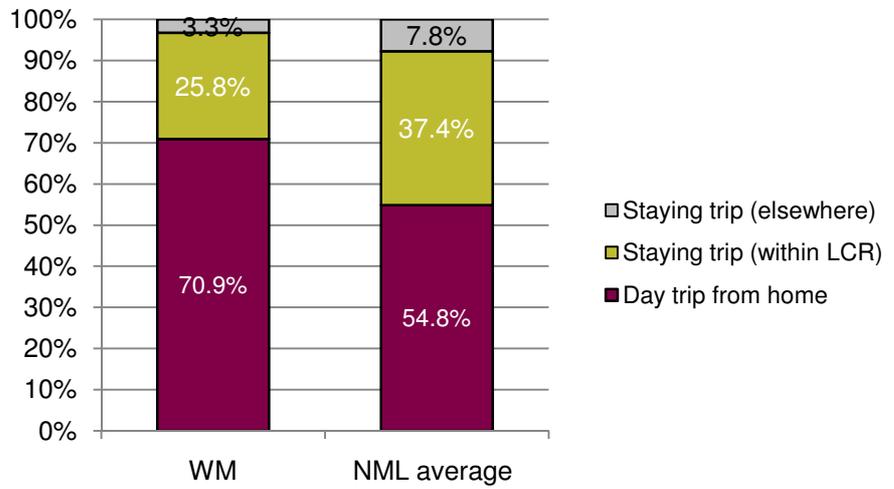


Figures rounded to nearest 1,000

There is a lower level of staying visitors in the visitor mix at the World Museum (29%, compared to the NML average of 45%).

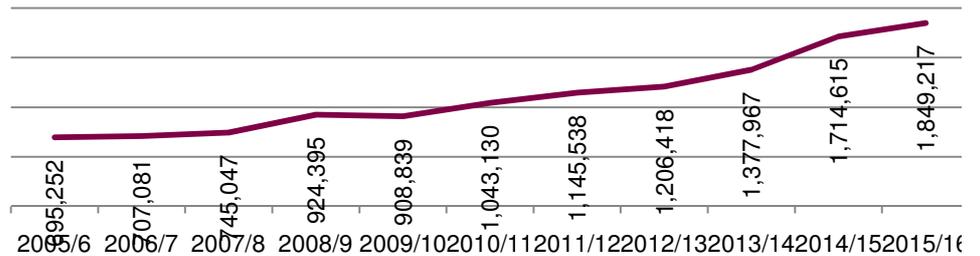
**2.2: TYPE OF VISITOR**

Respondents were asked what the nature of their trip was to the area. Note that to a large extent data within this section might reflect that of the visitor origin.



As background, data from the tourist board shows there is a strong ongoing increase in the number of hotel rooms being sold in the city centre, to the point where this now exceeds that observed in Capital of Culture year; should this growth continue, this might be expected to impact on International Slavery Museum.

**Estimated city centre rooms sold\***

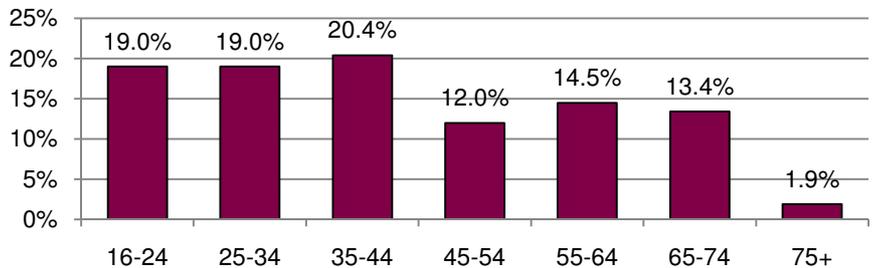


**Source: Liverpool City Region Local Enterprise Partnership**

### 2.3: RESPONDENT AGE

Respondent age is displayed here to show the detail of those responding to the questions. Note though that in order to view the demographic profile of all visitors to the venue, the age/gender of all who were in the respondent's group should be analysed (section 3.2).

	NML	WM
16-24	12.7%	<b>19.0%</b>
25-34	12.4%	<b>19.0%</b>
35-44	14.0%	<b>20.4%</b>
45-54	15.4%	<b>12.0%</b>
55-64	18.8%	<b>14.5%</b>
65-74	22.0%	<b>13.4%</b>
75+	4.7%	<b>1.9%</b>

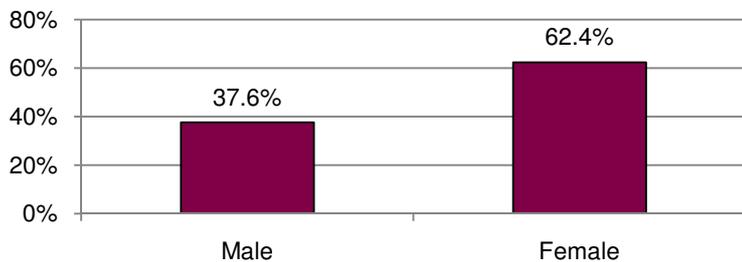


A wide variety of ages were present in the sample, but this seems to indicate a younger profile – at one end of the scale, 58% of respondents were aged under 44, and at the other end, just 15% were aged 65 or older.

### 2.4: RESPONDENT GENDER

As with respondent age (2.3), it should be noted that the respondent gender is not necessarily representative of all those attending the venue, and for this section 3.2 should be used.

	NML	WM
<b>Male</b>	38.8%	<b>37.6%</b>
<b>Female</b>	61.2%	<b>62.4%</b>



The gender of respondents reflects the NML average.

**Note:** Using the NS-SEC classifications, the result is based on the respondent's own job description and industry sector. However be aware that under this method significant proportions of the audience are placed into 'not classified', including those who are retired and students.'

## 2.5: ECONOMIC STATUS

This section details the social grade of visitors to WM using NS-SEC classification.

### 2.5.1 NS-SEC Classification

The social grade using the National Statistics Socio-Economic Classification (NS-SEC) is always calculated based upon the employment occupation of the respondent themselves.

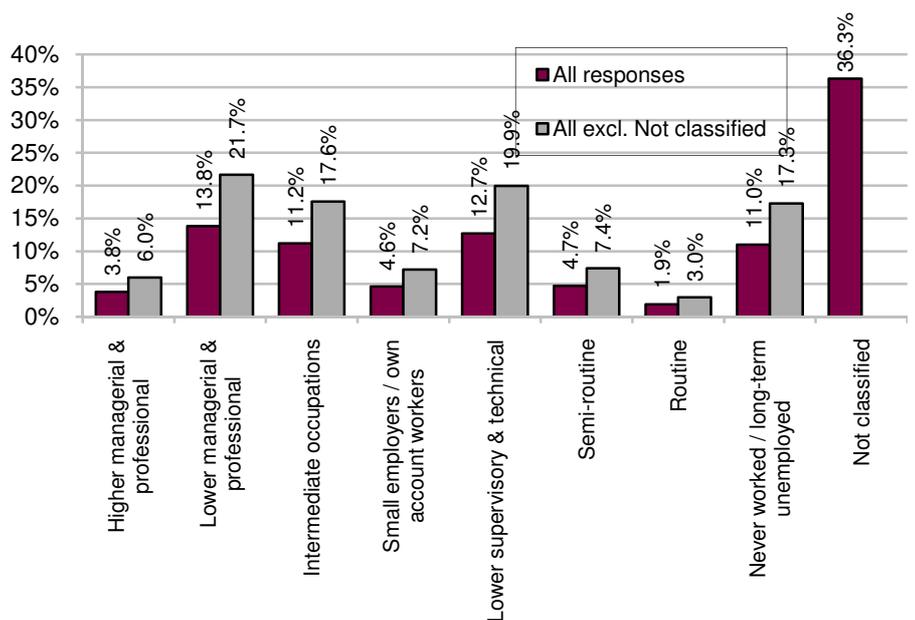
Social grades in the NS-SEC are equivalent to the following employment categories;

- 1 Higher managerial and professional occupations
- 2 Lower managerial and professional occupations
- 3 Intermediate occupations
- 4 Small employers and own account workers
- 5 Lower supervisory and technical occupations
- 6 Semi-routine occupations
- 7 Routine occupations
- 8 Never worked and long-term unemployed

Typically, these classes better represent employment relations rather than skills levels. Full time students and retired individuals – except where detailed evidence of past employment can be established – are excluded.

18% of visitors at the World Museum were in the managerial or professional classes.

At the other end of the gradings scale, just 7% were in the routine or semi-routine categories (with 11% in the 'inactive' group).



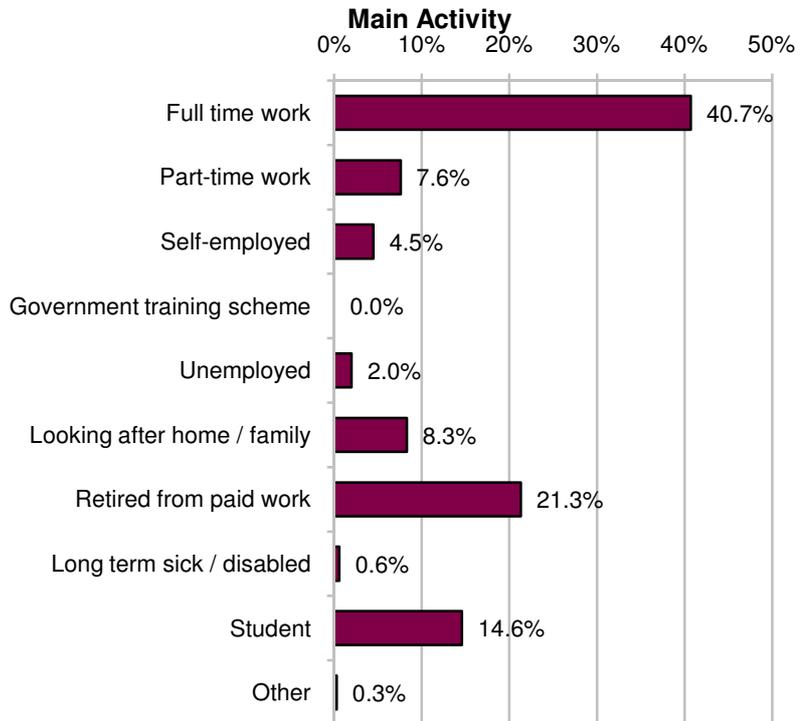




In total, half of all visitors to the World Museum were in some form of employment (53%); a significant level were retired from work (21%), 15% were students and it is estimated that some 11% of attendees would be classified as 'economically inactive'.

### 2.5.2 Economic Activity

A slightly different mechanism is to view details of the respondent's status.



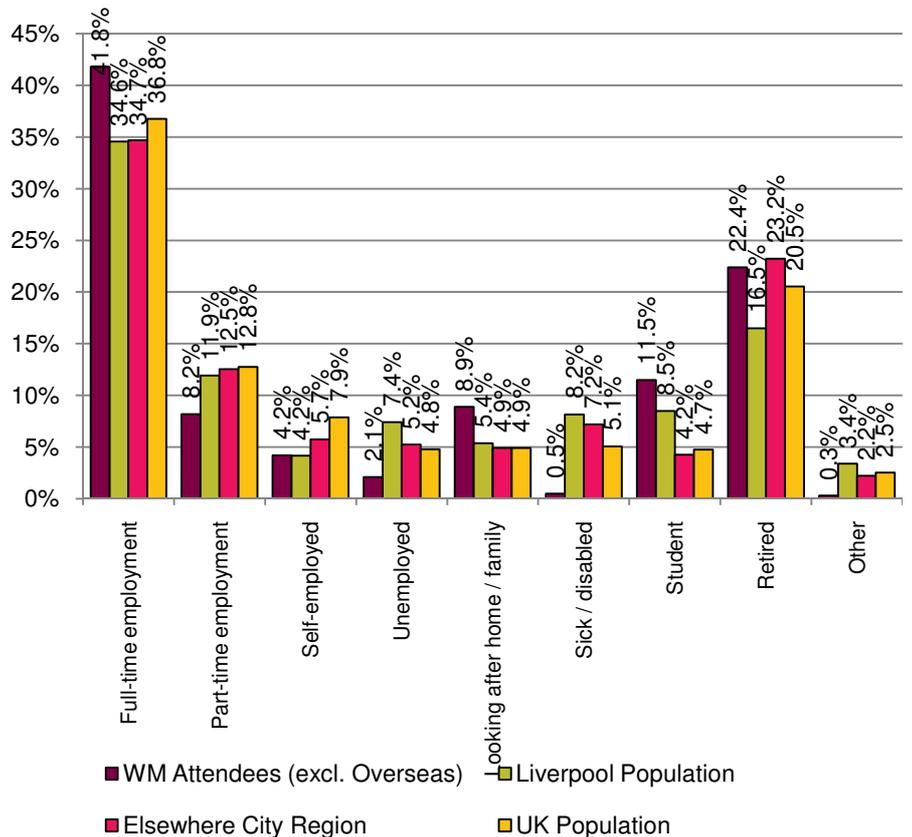
	NML	WM
Full time work	36.7%	40.7%
Part-time work	7.3%	7.6%
Self-employed	4.6%	4.5%
Training scheme	0.0%	0.0%
Unemployed	1.0%	2.0%
Looking after home / family	4.5%	8.3%
Retired	33.8%	21.3%
Long term sick / disabled	0.5%	0.6%
Student	11.3%	14.6%
<b>In employment</b>	<b>48.6%</b>	<b>52.8%</b>
<b>Econ. Inactive</b>	<b>6.0%</b>	<b>10.9%</b>

Below, we summarise this by the *origin* of those visiting the venues. Note that in order to see what this means in terms of the overall audience we present the figures as a proportion of all respondents – not just as a column percentage. The three biggest segments were people in employment from elsewhere in the city region, people in employment who were residents and people in employment who were from elsewhere UK.

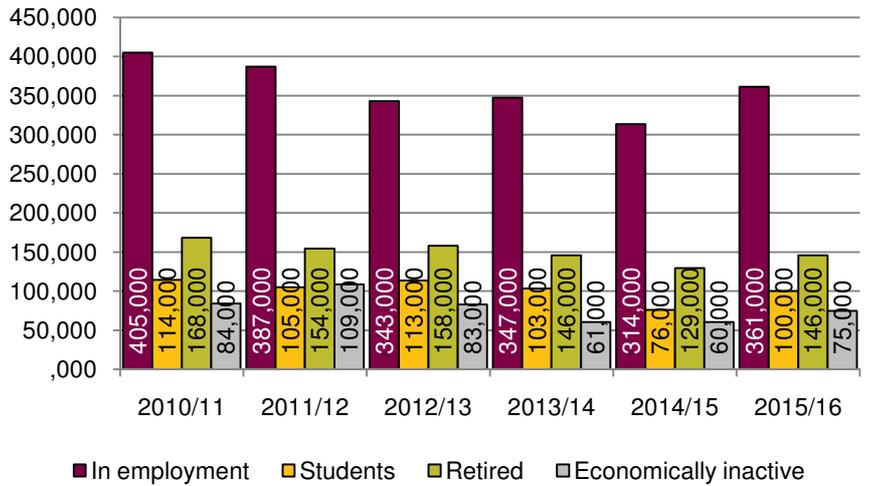
	Resident	Elsewhere LCR	Elsewhere NW	Elsewhere UK	Overseas
In employment	11%	17%	10%	11%	4%
Retired	3%	7%	2%	7%	1%
Student	3%	2%	3%	2%	4%
'Economically inactive'	3%	5%	2%	1%	1%

In the chart below we compare the economic profile of all visitors to the museum against that for local and national data.

**Comparison: Visitors to WM against wider population statistics**



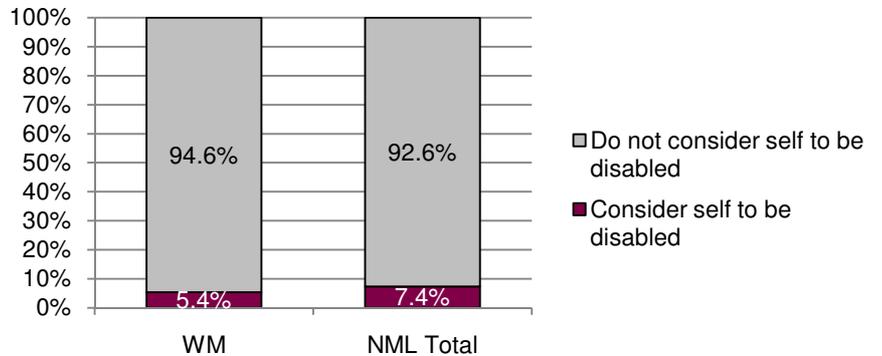
Visitor numbers



As commented in the social grade section, it has been difficult to pinpoint any changes in NS-SEC given the 'Not classified' issue. In terms of overall activity, proportions of each group are broadly similar to last year. Over the six year period, the last three years have remained fairly consistent.

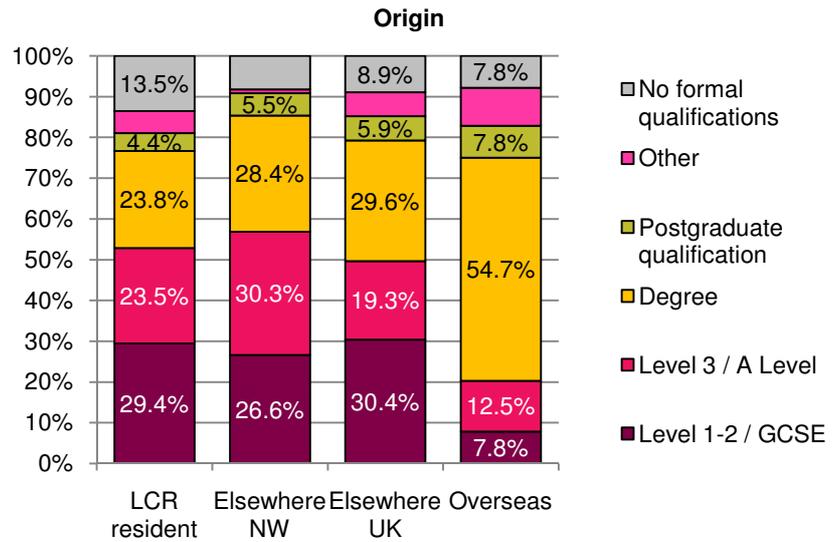
**2.6: DISABILITY**

All respondents were asked if they considered themselves to be disabled; 5% of all visitors to the Museum in 2015/16 indicated that they had some form of disability, compared to the NML average of 7%.

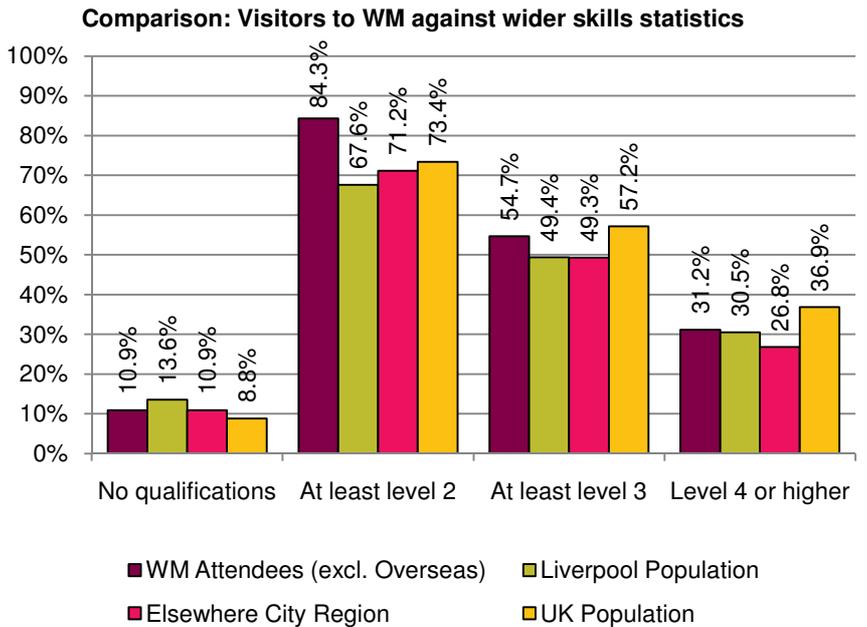




Notice that overall those from further afield were more likely to have slightly higher qualification levels than local residents. (For example, 24% of City Region residents attending the venue were qualified to at least degree level, compared to 30% of those from elsewhere in the UK and 55% of those from overseas).



Again, we can use national data to compare the profile of visitors to the World Museum against that of the local population; this suggests that on average visitors to the venue had similar results to what is true for the area.



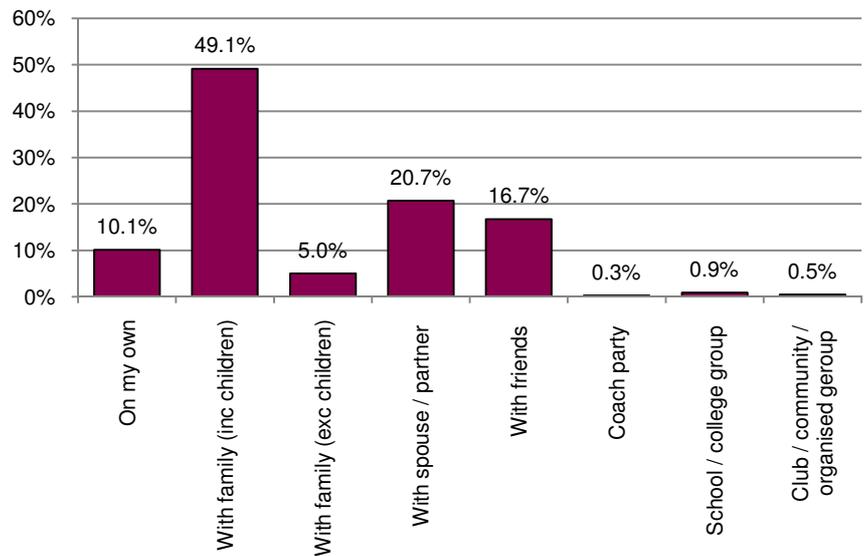




# 3

## GROUP PROFILE

### 3.1: GROUP TYPE



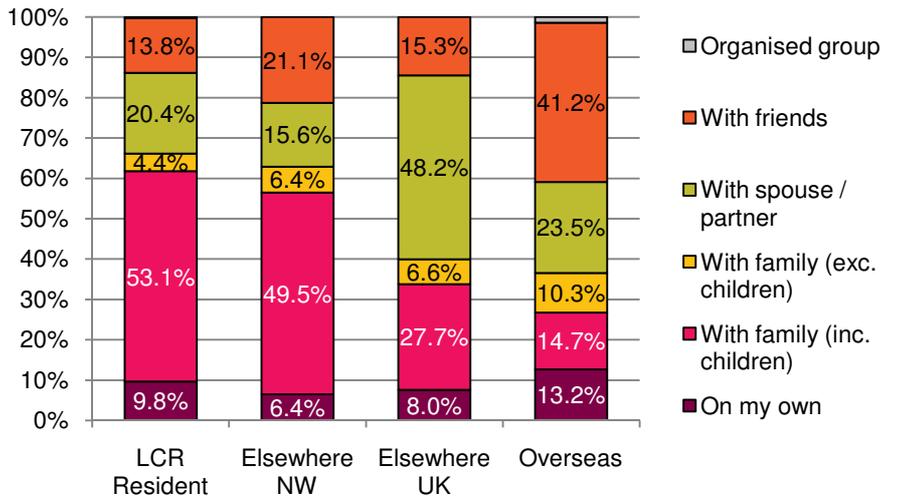
Compared to the NML average, World Museum attracts a significantly higher proportion of visits with children (49% compared to the average of 22%) and a low proportion of visits with spouse/partner (21% compared to 35%).

	NML	WM
On my own	13.7%	10.1%
With family (inc. children)	21.9%	49.1%
With family (exc. children)	9.0%	5.0%
With spouse / partner	34.6%	20.7%
With friends	20.8%	16.7%
Coach party	1.2%	0.3%
School / college group	1.5%	0.9%
Club / community / organised group	1.0%	0.5%

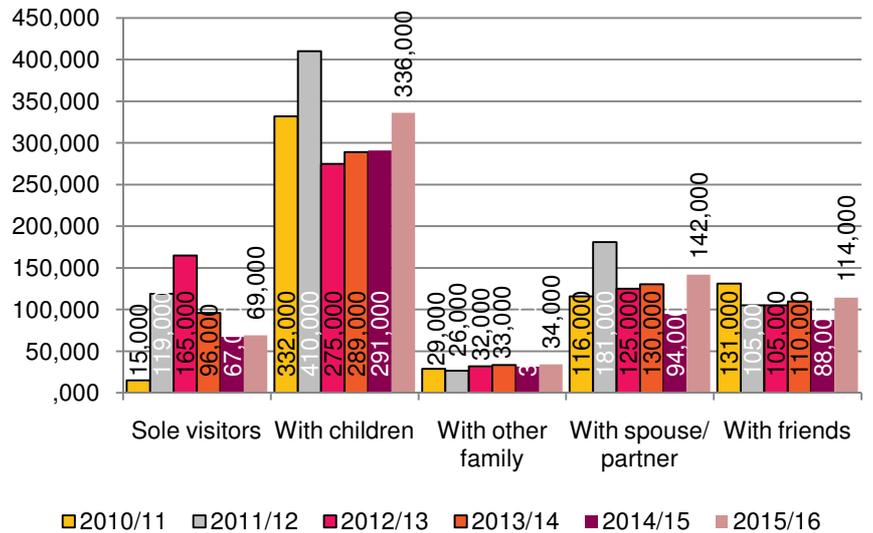
\* Please note as this question is multiple choice, the responses will not added up to 100%

Visitors from the local area represented a wide range of groups.

Local visitors from the City Region and the North West region were most likely to be visiting with their children.



Although numbers fluctuate, at this stage the trend at the museum shows a slight increase for each group type.

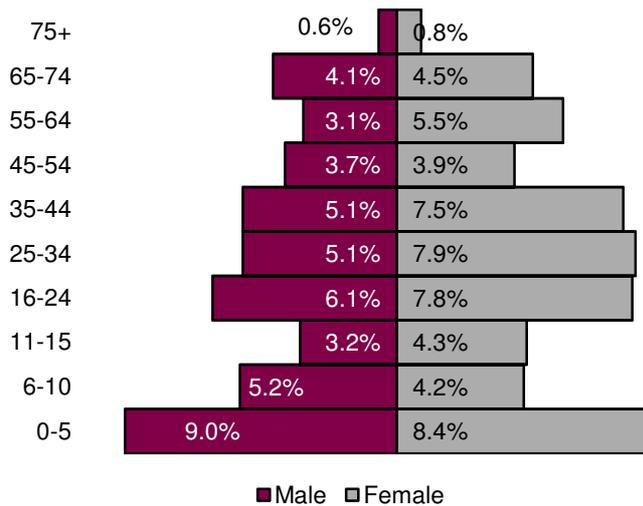


### 3.2: GROUP COMPOSITION

Respondents were queried for the age / gender of all in their party, and this is displayed in the chart below. This provides a much more accurate measure in terms of viewing the cross-section of visitors at a destination (rather than just the respondent details, as previously referred to).

Note that the percentages referred to are percentages of all in the respondent's party, not a percentage of responses.

Demographics of all visiting WM



Thus, for all visitors to the World Museum in 2015/16:

34% were children (36% last year).

10% were aged 65+ (compared to 11% last year and the NML average of 23%).

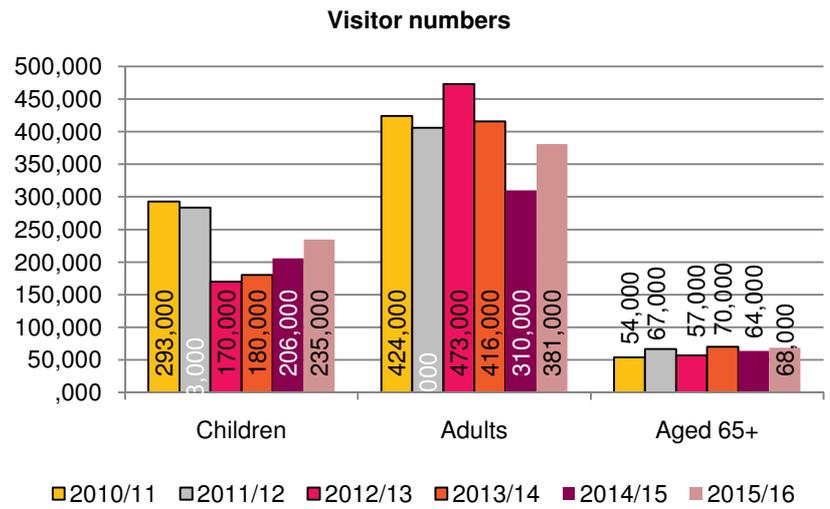
The gender split was 45% male / 54% female.

The average group size was 2.79 people.

Although this detail may be useful, it is complex to look at; hence we summarise some of the key demographics below:

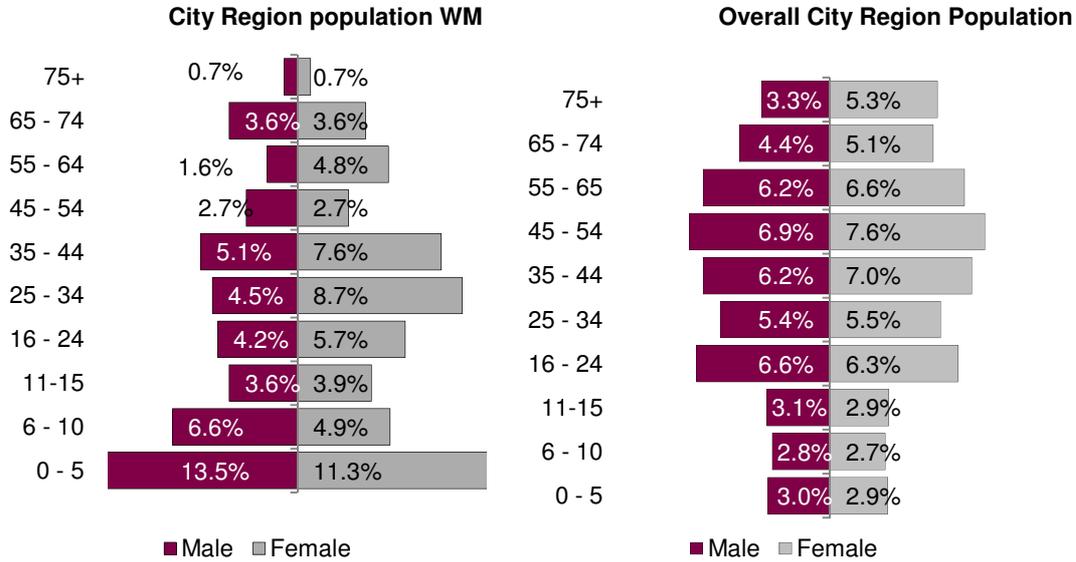
	NML	WM
Males	44.1%	<b>45.2%</b>
Females	55.9%	<b>54.8%</b>
Children 0-5	7.0%	<b>17.4%</b>
Children 6-10	5.0%	<b>9.4%</b>
Children 11-15	4.1%	<b>7.5%</b>
Young adults (16-24)	13.7%	<b>13.9%</b>
Adults aged 65+	22.5%	<b>10.0%</b>
Mean group size	2.64	<b>2.79</b>

Over the six year period numbers are reasonably steady.

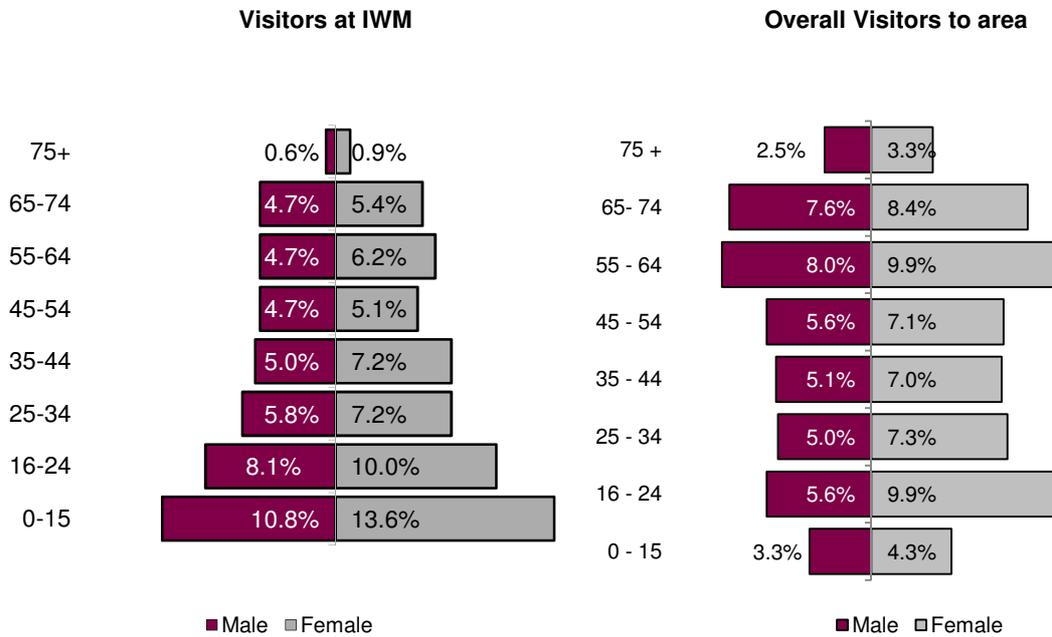


It is important to place demographics into context, and here we place data from this year’s profiling study against local area population statistics and the profile of visitors to the area.

Comparison: Demographics



Compared to population averages, the data suggests a high use of the venue by children and a low use of those aged 75 +.



Looking at the demographic profile of ‘visitors’\* at the museum, this shows a higher concentration of children.

\*‘Visitors’ refers to people visiting from elsewhere in the North West, elsewhere in the UK and from overseas



On average, visitors to the World Museum spent 1 hour and 35 minutes “on site”. This is slightly higher than the NML average.

Those with family, including children had a higher length of stay at the World Museum.

#### 4.2: LENGTH OF STAY

	NML	WM
<b>Mean length of stay</b>	01:28	<b>01:35</b>
<b>% staying &lt;1 hour</b>	21%	<b>19%</b>
<b>% staying &gt; 2 hours</b>	24%	<b>27%</b>

	NML	WM
<b>Sole Visitors</b>	1:21	<b>1:29</b>
<b>With children (inc. children)</b>	1:34	<b>1:42</b>
<b>With family (exc. children)</b>	1:25	<b>1:20</b>
<b>With partner / spouse</b>	1:29	<b>1:31</b>
<b>With friends</b>	1:27	<b>1:26</b>

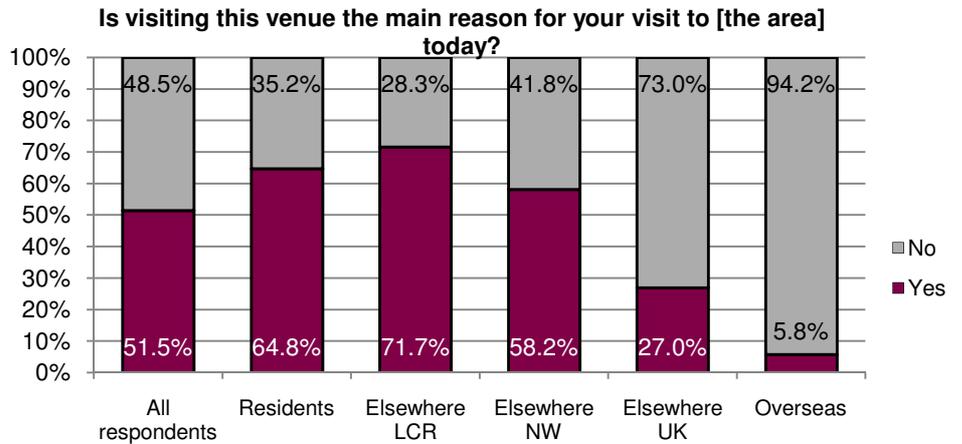
Overall, for 52% of visitors, the Museum had been the main reason for their visit – this is higher than the average.

### 4.3: MAIN REASON FOR VISIT

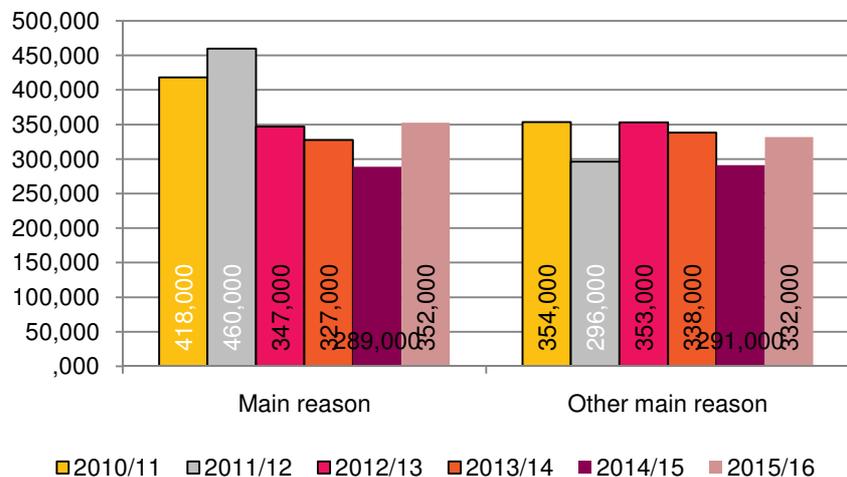
To try and gauge how much of a 'draw' the venue has on visits to the area, respondents were asked if the World Museum was the main reason for their visit to the area on the day of the interview.

	NML	WM
<b>Yes</b>	39.3%	<b>51.5%</b>
<b>No</b>	60.7%	<b>48.5%</b>

Geography plays a role in the 'draw' exerted by each venue. For example, 65% of residents claimed the venue was the main influence, compared to 6% of overseas visitors and 58% 'Elsewhere North West'.



In terms of the 'draw' of the World Museum, this year has seen an increase in numbers for both visitors claiming it as their main reason and other main reason for visiting Liverpool.

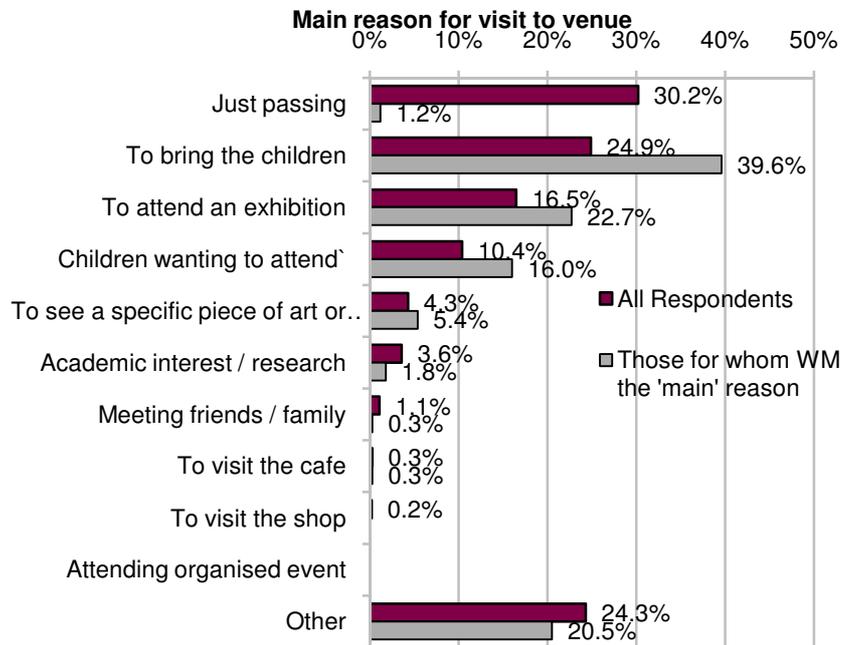


# 5

# INFLUENCES AND MOTIVATION

## 5.1: MOTIVATIONS FOR VISIT

Respondents were asked to detail what their *main* reason for visiting the venue was, and this is shown in the chart below. (Note: as this was a multiple response question, totals can add to more than 100%)



For all visitors to the World Museum, the dominant reason was that they were “Just passing” (30%); similar for all NML venues (27%).

Of those indicating that the museum was their main reason for visiting the area, “to bring the children” (40%) was the most popular response.

	NML	WM
<b>Just passing</b>	26.6%	<b>30.2%</b>
<b>To attend an exhibition</b>	17.8%	<b>16.5%</b>
<b>To bring the children</b>	8.3%	<b>24.9%</b>
<b>Academic interest / research</b>	7.1%	<b>3.6%</b>
<b>Meeting friends / family</b>	2.7%	<b>1.1%</b>
<b>To see a specific piece of art / object</b>	3.2%	<b>4.3%</b>
<b>Children wanting to attend`</b>	3.5%	<b>10.4%</b>
<b>To visit the cafe</b>	1.7%	<b>0.3%</b>
<b>Attending organised event</b>	0.4%	<b>0.0%</b>
<b>To visit the shop</b>	0.3%	<b>0.2%</b>
<b>Other</b>	31.8%	<b>24.3%</b>

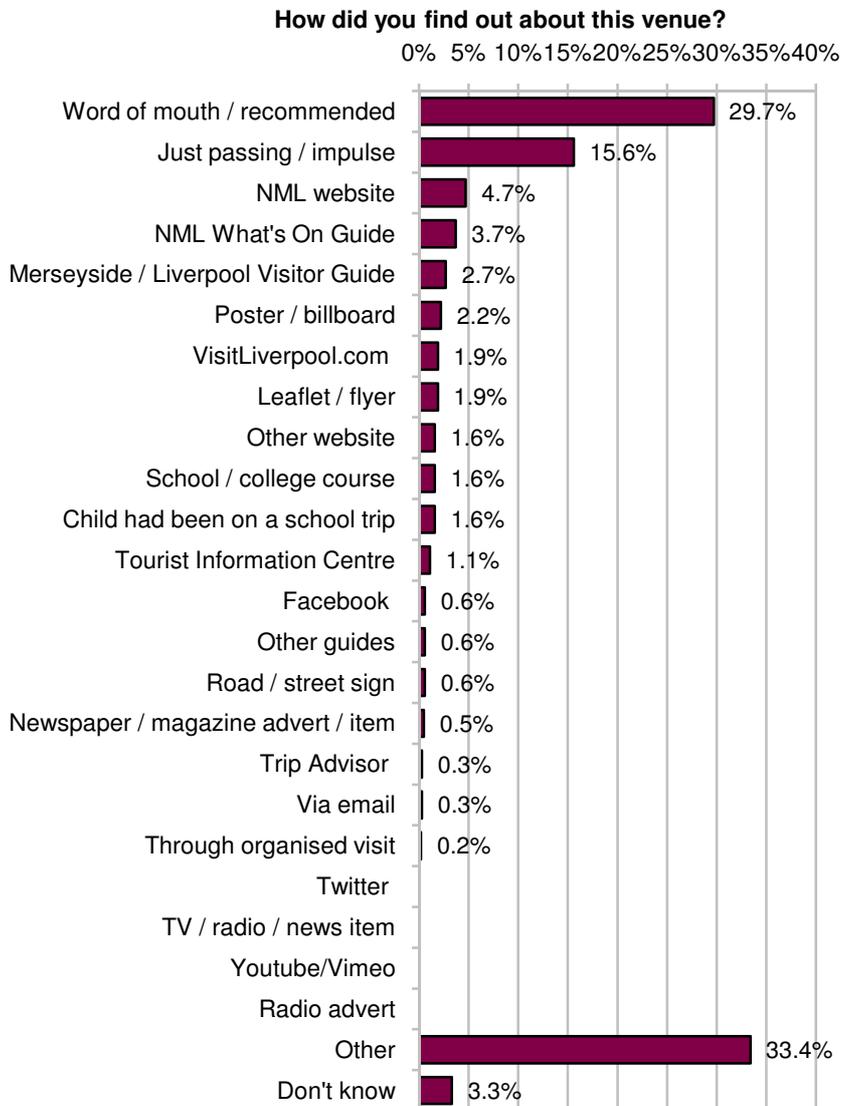
- Other responses can be seen in Appendix 3.

The dominant influences came not from marketing but ‘informal’ measures – 30% of respondents indicated a ‘word of mouth’ recommendation’. This should not be viewed as a negative point, as this informal mechanism often dominates influences at tourism venues.

Looking towards the more formal mechanisms, this is led by the NML website (5%), NML What’s on Guide (4%) and 3% indicated use of the Visitor Guide.

### 5.2: INFLUENCES ON VISIT

We now turn to look at influences – what spurred the individual to make the decision to visit. Whereas motivations (5.1) are essentially internal to an individual, influences are external, and can include factors such as marketing reaction. All visitors were asked how they had found out about the venue; items being listed on a showcard.



\* Please note as this question is multiple choice, the responses will not added up to 100%

- Other responses can be seen in Appendix 3.

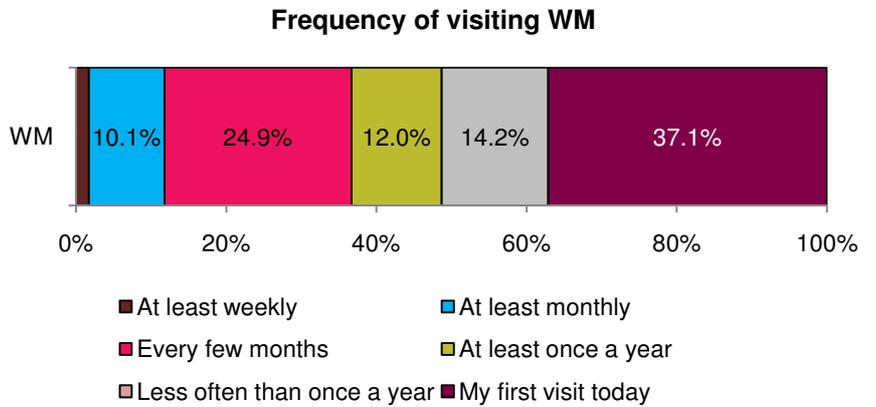




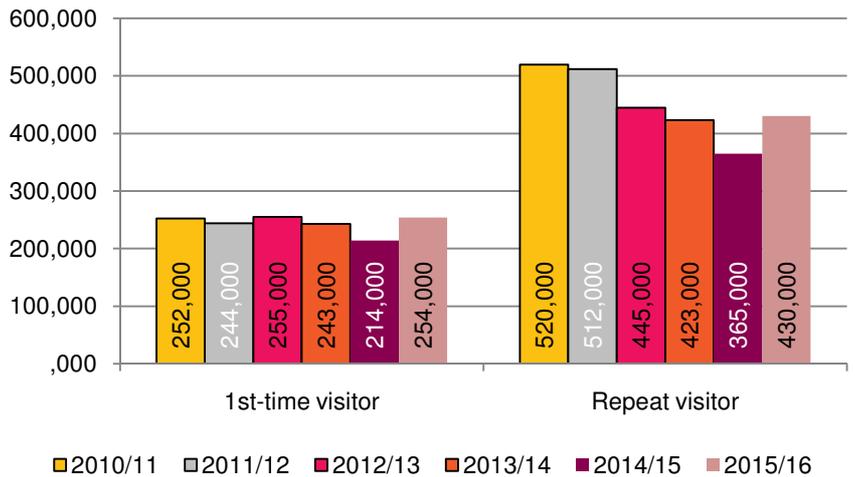
For over a third of visitors at the World Museum, their visit was the first time they had been to the venue (37%).

### 5.4: FREQUENCY OF VISITING VENUE

Respondents were then asked how often they visited the venue. These results are based on the responses received at the venue.



The absolute level of first-time visitors is also an important measure of trends at visitor attractions. For the World Museum both first time visitors and repeat visitors increased slightly.





# 6

## FACILITY USAGE AND SATISFACTION RATINGS

Overall, we note that over a third of visitors (38%) indicated that they had bought something from the café; at least in part this may be connected with those visiting venues for social reasons (see section 5.1).

### 6.1: USE OF THE CAFÉ & SHOP

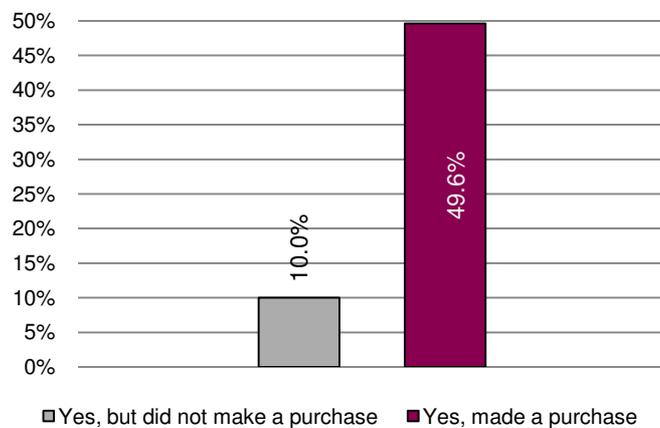
All respondents were asked if they had used the café or shop at the venue

#### USE OF THE CAFE



	NML	WM
Yes, made a purchase	43.2%	38.1%
Yes, but did not make a purchase	1.7%	2.7%

#### USE OF THE SHOP



	NML	WM
Yes, made a purchase	40.7%	49.9%
Yes, but did not make a purchase	9.9%	10.0%

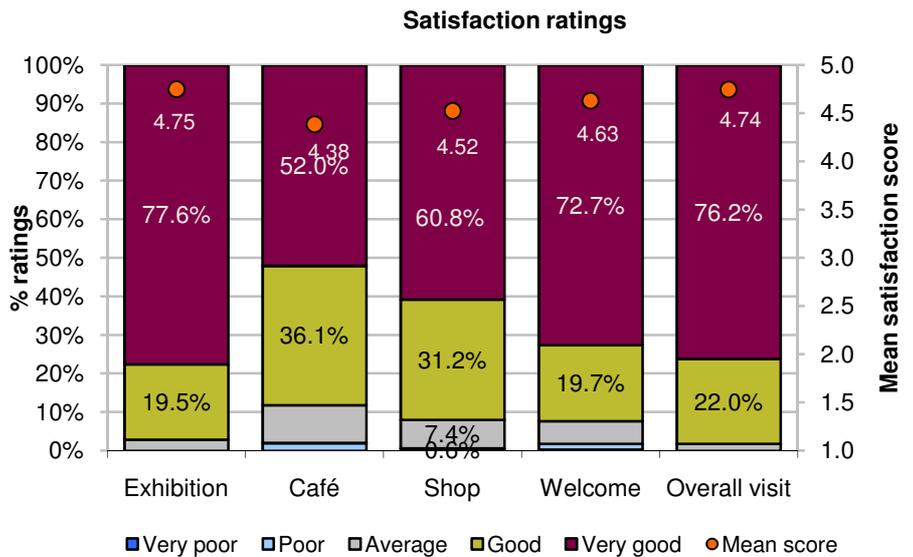
50% indicated that they had bought something from the shop.

## 6.2: SATISFACTION LEVELS

All respondents were then asked to rate their satisfaction with a number of different aspects of their visit to the venue.

As well as presenting absolute responses, this is also converted into a mean satisfaction score on the scale of 1 to 5 (where 1 is very poor and 5 is very good – sometimes called the *Likert scale*). Using this scale, any score *above* 3.0 indicates net *satisfaction*, whilst any score *below* 3.0 indicates net *dissatisfaction*. A satisfaction score is often a more effective way of drawing comparisons between data sets.

Overall we note that there were high levels of satisfaction recorded with all aspects of the visit, although scores were slightly lower than the NML average with the exception of the shop.



**Note: only those indicating they had used the cafe or shop were asked to rate their satisfaction with these elements. Hence these ratings have a lower sample size and hence lower statistical reliability.**

Mean score	NML	WM
Exhibitions	4.80	4.75
Cafe	4.54	4.38
Shop	4.40	4.52
Welcome	4.67	4.63
Overall visit	4.79	4.74

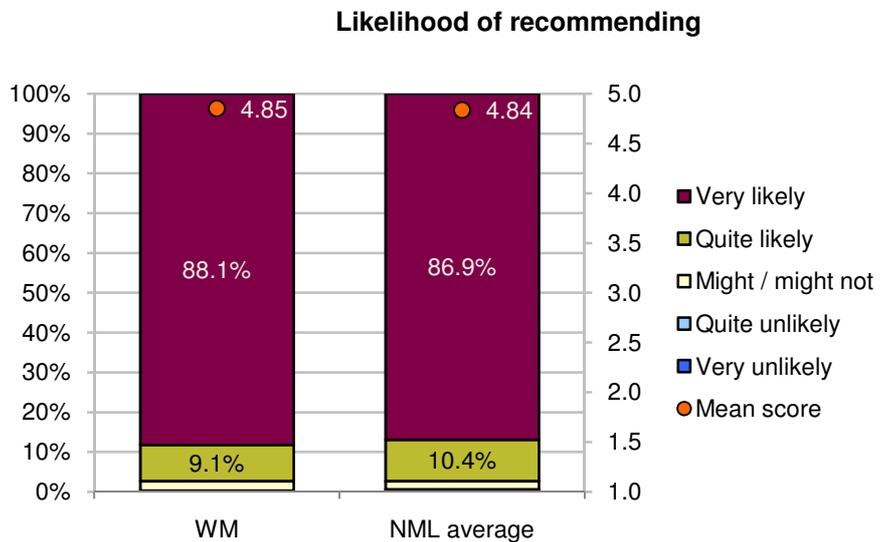
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88% of all visitors to the World Museum in 2015/16 were “*very likely*” to recommend a visit (compared to 84% last year), with a further 9% being “*fairly likely*” (compared to 14% last year). This gives a very positive mean score of 4.85.

---

### 6.3: RECOMMENDING

A particular measure of satisfaction is if respondents were likely to recommend a visit to the venue to their friends and family. Again, as well as providing the overall level of response we also show a mean score; in this case where “Very Likely” equals 5 and “Very Unlikely” equals 1.



# 7

## LIFESTYLE

### 7.1: NEWSPAPERS READ

The most commonly read tabloid newspaper was the Daily Mail (28%), followed by the Daily Mirror at 19%.

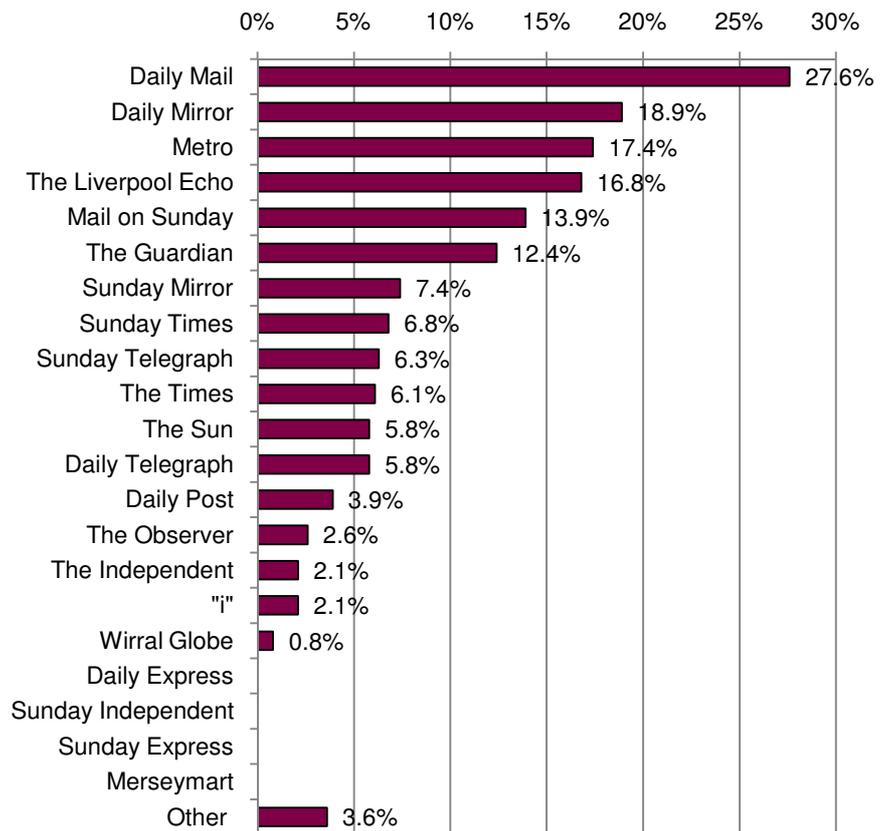
The most commonly read broadsheet was the Guardian (12%), followed by The Times (6%).

Sunday newspaper reading is led by the Mail on Sunday (14%), followed by the Sunday Times (7%) and Sunday Mirror (7%).

17% of all visitors to the World Museum read the Liverpool Echo.

Respondents were asked to indicate both the *main* newspaper they read and any *other* newspapers read; the chart below represents the cumulative results.

*Note that this is only based on those who indicated reading a newspaper.*



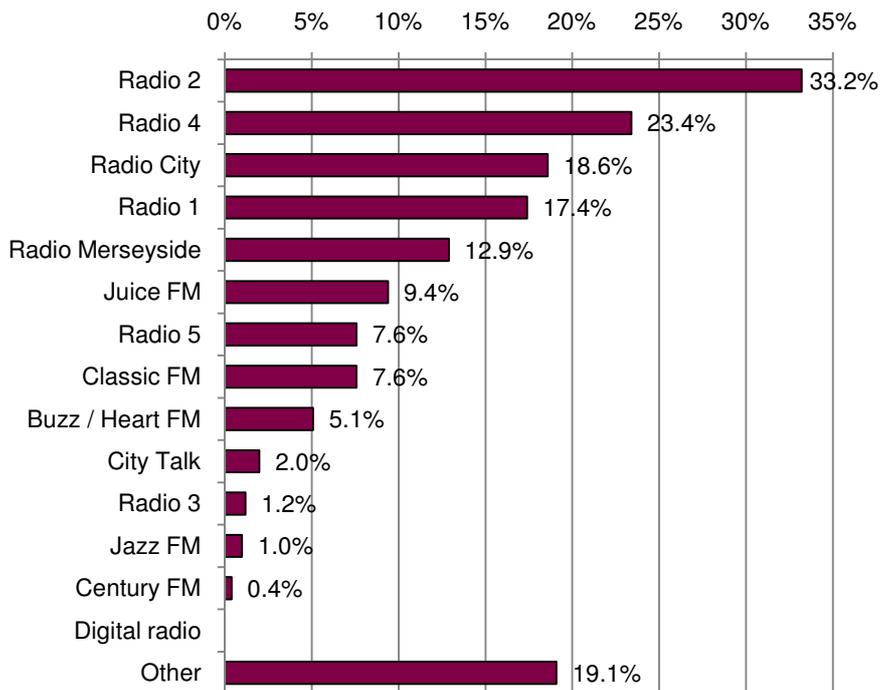
- Other responses can be seen in Appendix 3.



## 7.2: RADIOS STATIONS LISTENED TO

Respondents were also asked to indicate both the *main* radio station they listened to and any *others*; the chart below represents the cumulative results.

**Note that this is only based on those who indicated a radio station.**

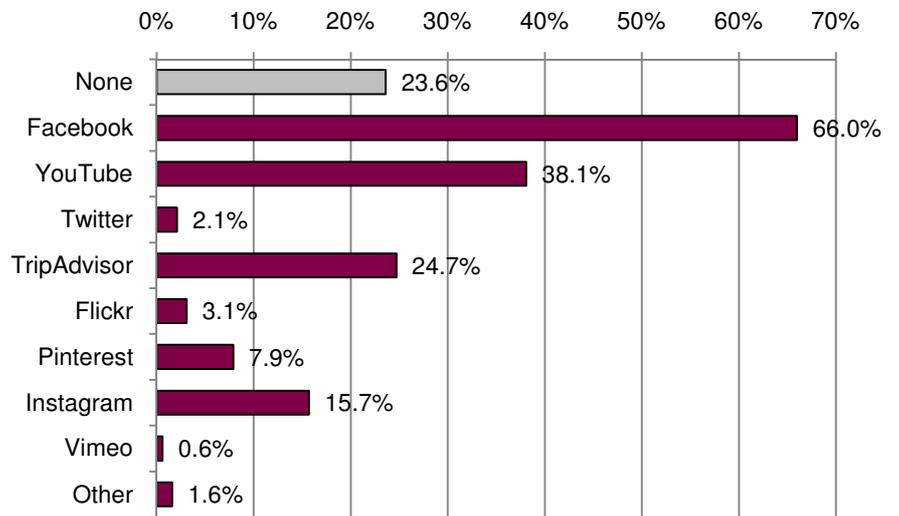


- **Other responses can be seen in Appendix 3.**

- 76% of all visitors to the venue claimed regular use of different websites.
- The highest level of use was Facebook, being mentioned by 66% (equal to last year).
- Some 38% indicated regular use of YouTube.
- 25% used Tripadvisor.
- 24% mentioned Twitter.

### 7.3: INTERNET

Respondents were then asked which websites they regularly used:



- **Other responses can be seen in Appendix 3.**



## Appendix 1: Questionnaire

### Respondent Details

Name:

.....

Address:

.....

Postcode:

.....

Tel.:

.....

### Respondent Classification

Code after interview completion

#### Age Group

16-24  
25-34  
35-44  
45-54  
55-64  
65-74  
75+


#### Gender

Male  
Female


### Declaration

I declare that I have recruited this respondent in strict accordance with your instructions. The respondent was not known to me prior to the interview. I have checked the questionnaire for accuracy and completeness.

Interviewer's Name:

.....

Signed:

Date (dd/mm/yy)

:

		/			/		
--	--	---	--	--	---	--	--

Time of interview (hh:mm):

		:		
--	--	---	--	--

Good morning/afternoon. My name is ..... and today I am conducting a short survey on behalf of the World Museum. Can you spare some minutes to help with this survey?

Yes - go to question 1

### Section 1: Respondent Profile

1. Which of these phrases best describes the personal group you are with today?  
(Show card A – circle ALL that apply)

On my own  
With family (inc. children)  
With family (exc. children)  
With spouse / partner  
With friends  
Coach party  
School / college group  
Club / community / organised group

	1
	2
	3
	4
	5
	6
	7
	8

2. What time did you arrive at the World Museum? (hh:mm)

		:		
--	--	---	--	--

3. Including yourself, how many males / females are in your personal group and in what age groups are they?  
(Show card B)

	Male	Female
0 to 5		
6 to 10		
11 to 16		
17 to 24		
25 to 34		
35 to 44		
45 to 54		
55 to 64		
65 to 74		
75 +		
Total Party		

4. What was your MAIN method of transport to get to this venue today? (*Code response*)

- Car  1
- Taxi  2
- Scheduled bus / coach  3
- Private hire bus / coach  4
- Train  5
- Ferry  6
- Motorcycle  7
- Bicycle  8
- On foot  9
- Other (*please specify*)  10

Section 2: Trip type

5a. Which of the following best describes your current visit to the World Museum?

- Day trip from home  Go to 6a
- Staying trip (in Merseyside)  Go to 5b
- Staying trip (elsewhere)  Go to 5b

5b. Where are you staying (town/district)?

5c. What type of accommodation?

- Serviced accommodation  1
- Self-catering  2
- Staying with friends/relatives  3
- Other (*please specify*)  4

6a. Which of the following are your reasons for visiting Liverpool today? (*Showcard C tick all that apply*)

- Sightseeing / day out  1
- Visiting this venue  2
- Visiting another Museum or attraction  3
- (*Specify*).....  4
- Attending a theatre / show / performance  5
- Attending a sporting event  6
- Shopping  7
- Visiting friends or relatives  8
- Work / conference  9
- Study / education  10
- Other (*specify*)  10

6b. Is this visit to the World Museum the main reason that you are in Liverpool today?

- Yes  1
- No  2

Section 3: Motivation and influences

7. What was the main thing you came here to do? (*Code response; do not read list*)

- Meeting friends / family  1
- To attend an exhibition (*specify*)  2

To see a specific piece of art or object (*specify*)  3

- Attending organised event  4
- Academic interest / research  5
- To visit the shop  6
- To visit the café  7
- To bring the children  8
- Children wanted to attend  9
- Just passing  10
- Other (*please specify*)  11

8. How did you first find out about World Museum for your visit today? (Code response; do not read out)

- Radio advert
- TV / Radio news item
- Newspaper/ magazine advert/ item
- NML Website
- VisitLiverpool.com
- Trip Advisor
- Facebook
- Twitter
- Youtube/ Vimeo Video
- Other website (*Please specify below*)
- Via Email
- Poster / Billboard
- Leaflet / flyer (*Specify where obtained*)
- NML What's On Guide
- Liverpool Visitor Guide
- Other guides
- Word of mouth / Recommended
- Just passing / Impulse
- School / college course
- Child had been on a school trip
- Tourist Information centre
- Through organised visit
- Road / street sign
- Don't know
- Other (*Specify*)

	1
	2
	3
	4
	5
	6
	7
	8
	9
	10
	11
	12
	13
	14
	15
	16
	17
	18
	19
	20
	21
	22
	23
	24
	25

8d. And have you seen any of these leaflets before your visit today? (Interviewer only read out the numbers on Showcard D)

1		1	14		7
4		2	15		8
5		3	16		9
8		4	17		10
9		5	18		11
13		6	19		12
20		13	21		14
22		15			

Q9a.

Which of these have you visited in the last 12 months? (Showcard E; tick all responses)

Q9b

And how often do you visit...? (Showcard E; code only for each venue visited).

- 1 = My first visit today
- 2 = At least weekly
- 3 = At least monthly
- 4 = Every few months
- 5 = At least once a year
- 6 = Less often than once a year

.....  
8a. Media (TV/Radio/Newspaper) specified

- International Slavery Museum
- Lady Lever Art Gallery
- World Museum
- Merseyside Maritime Museum
- Museum of Liverpool
- Sudley House
- The Walker Art Gallery
- Seized Gallery at the Maritime Museum
- Pier Masters House

	a	b	
			1
			2
			3
			4
			5
			6
			7
			8
			9

.....  
8b. Where obtained leaflet?

.....  
8c. Which website?  
.....

**Q9c** Which of the following attractions have you visited in the last 12 months? (*Showcard F; Code all that apply*)

- |  |                          |    |
|--|--------------------------|----|
| Blue Planet Aquarium                       | <input type="checkbox"/> | 1  |
| The Bluecoat                               | <input type="checkbox"/> | 2  |
| Catalyst                                   | <input type="checkbox"/> | 3  |
| Chester Zoo                                | <input type="checkbox"/> | 4  |
| Ellesmere Port Boat Museum                 | <input type="checkbox"/> | 5  |
| FACT                                       | <input type="checkbox"/> | 6  |
| Mersey Ferries                             | <input type="checkbox"/> | 7  |
| Museum of Science & Industry in Manchester | <input type="checkbox"/> | 8  |
| St Helens World of Glass                   | <input type="checkbox"/> | 9  |
| Knowsley Safari Park                       | <input type="checkbox"/> | 10 |
| Speke Hall                                 | <input type="checkbox"/> | 11 |
| Tate Liverpool                             | <input type="checkbox"/> | 12 |
| Seacombe Spaceport                         | <input type="checkbox"/> | 13 |
| Williamson Art Gallery (Birkenhead)        | <input type="checkbox"/> | 14 |
| The Atkinson (Southport)                   | <input type="checkbox"/> | 15 |
| Open Eye Gallery                           | <input type="checkbox"/> | 16 |
| The Beatles Story                          | <input type="checkbox"/> | 17 |
| Liverpool Metropolitan Cathedral           | <input type="checkbox"/> | 18 |
| Liverpool Anglican Cathedral               | <input type="checkbox"/> | 19 |

**10b.** Why did you decide not to make a purchase?  
 .....  
 .....

**10c.** Did you enter the shop at any time during your visit, with or without making a purchase?

No, did not enter (please provide reason for not entering shop)  1 *Go to 10e*

Yes, and made a purchase  2 *Go to 10e*

Yes, but did not make a purchase  3 *Go to 10d*

**10d.** Why did you decide not to make a purchase?  
 .....  
 .....

**Q9d** Are you a member of NML?

- |                            |                          |   |
|----------------------------|--------------------------|---|
| Yes                        | <input type="checkbox"/> | 1 |
| No                         | <input type="checkbox"/> | 2 |
| Wasn't aware of membership | <input type="checkbox"/> | 3 |

**10e** For research purposes can I ask if you made a donation today?

- |                   |                          |   |
|-------------------|--------------------------|---|
| Yes               | <input type="checkbox"/> | 1 |
| No                | <input type="checkbox"/> | 2 |
| Prefer not to say | <input type="checkbox"/> | 3 |

**10a.** Did you enter the cafe at any time during your visit, with or without making a purchase?

No, did not enter (please provide reason for not entering cafe)  1 *Go to 10c*

Yes, and made a purchase  2 *Go to 10c*

Yes, but did not make a purchase  3 *Go to 10b*

Section 4: Satisfaction with visit

**11.** By using the following scale: (*Show card G*) Please indicate how you would rate the following aspects of your visit to the World Museum?

- |  |                          |
|--|--------------------------|
| The exhibitions/displays                   | <input type="checkbox"/> |
| The café ( <i>do not ask if not used</i> ) | <input type="checkbox"/> |
| The shop ( <i>do not ask if not used</i> ) | <input type="checkbox"/> |
| The welcome                                | <input type="checkbox"/> |
| The overall visit                          | <input type="checkbox"/> |

12. How likely is it that you would recommend visiting The World Museum to your friends or family?

Very likely	<input type="checkbox"/>	1
Quite likely	<input type="checkbox"/>	2
Might/Might not	<input type="checkbox"/>	3
Quite unlikely	<input type="checkbox"/>	4
Very unlikely	<input type="checkbox"/>	5

13a. Is there anything you particularly liked about today's visit to the World Museum? (*Probe*)

.....

13b. Is there anything you particularly disliked about today's visit to the World Museum?

.....

Section 5: Lifestyle

14a. Which of the following newspapers do you read regularly whether in print or online? (*Showcard H*)

Daily papers

Daily Express	<input type="checkbox"/>	1
Daily Mail	<input type="checkbox"/>	2
Daily Mirror	<input type="checkbox"/>	3
The Sun	<input type="checkbox"/>	4
The Guardian	<input type="checkbox"/>	5
The Independent	<input type="checkbox"/>	6
Daily Telegraph	<input type="checkbox"/>	7
The Times	<input type="checkbox"/>	8
"i"	<input type="checkbox"/>	9

Local papers

Daily Post	<input type="checkbox"/>	10
Metro	<input type="checkbox"/>	11
The Liverpool Echo	<input type="checkbox"/>	12
MerseyMart	<input type="checkbox"/>	13
Wirral Globe	<input type="checkbox"/>	14

Sunday papers

Sunday Express	<input type="checkbox"/>	15
Mail On Sunday	<input type="checkbox"/>	16
Sunday Mirror	<input type="checkbox"/>	17
The Observer	<input type="checkbox"/>	18
Sunday Independent	<input type="checkbox"/>	19
Sunday Telegraph	<input type="checkbox"/>	20
Sunday Times	<input type="checkbox"/>	21
<u>Other</u>	<input type="checkbox"/>	22

14b. And which of the following radio stations do you regularly listen to, including online? (*Show card I*)

National stations

Radio 1	<input type="checkbox"/>	1
Radio 2	<input type="checkbox"/>	2
Radio 3	<input type="checkbox"/>	3
Radio 4	<input type="checkbox"/>	4
Radio 5	<input type="checkbox"/>	5
Classic FM	<input type="checkbox"/>	6
Jazz FM	<input type="checkbox"/>	7

Local stations

Century FM	<input type="checkbox"/>	8
Juice FM	<input type="checkbox"/>	9
Radio City	<input type="checkbox"/>	10
City Talk	<input type="checkbox"/>	11
Buzz / Heart FM	<input type="checkbox"/>	12
Radio Merseyside	<input type="checkbox"/>	13

Other

Other ( <i>write in</i> )	<input type="checkbox"/>	14
---------------------------	--------------------------	----

14c. Which if any of the following websites do you use? (*Show card J*)

None	<input type="checkbox"/>	1
Facebook	<input type="checkbox"/>	2
Flickr	<input type="checkbox"/>	3
YouTube	<input type="checkbox"/>	4
Twitter	<input type="checkbox"/>	5
Vimeo	<input type="checkbox"/>	6
Trip Advisor	<input type="checkbox"/>	7
Pinterest	<input type="checkbox"/>	8
Instagram	<input type="checkbox"/>	9
Other ( <i>Please specify</i> )	<input type="checkbox"/>	10

.....

Section 6: Respondent Details

Finally, I would like to ask you some questions about yourself. This is to ensure that we have conducted a survey that covers all users of the World Museum: Again, please do remember that all your comments are completely confidential.

15. By choosing an answer from the following card (Show card K), how would you describe your main activity?

- |                                 |                          |                    |
|---------------------------------|--------------------------|--------------------|
| Full time work (30+ hrs/wk)     | <input type="checkbox"/> | 1 <i>Go to 17</i>  |
| Part time work (<29 hrs/wk)     | <input type="checkbox"/> | 2 <i>Go to 16a</i> |
| Self employed                   | <input type="checkbox"/> | 3 <i>Go to 16a</i> |
| Govt Training Scheme            | <input type="checkbox"/> | 4 <i>Go to 17</i>  |
| Unemployed                      | <input type="checkbox"/> | 5 <i>Go to 17</i>  |
| Looking after home/family       | <input type="checkbox"/> | 6 <i>Go to 17</i>  |
| Retired from paid work          | <input type="checkbox"/> | 7 <i>Go to 17</i>  |
| Long term sick/disabled         | <input type="checkbox"/> | 8 <i>Go to 17</i>  |
| Student                         | <input type="checkbox"/> | 9 <i>Go to 17</i>  |
| Other ( <i>please specify</i> ) | <input type="checkbox"/> | 10 <i>Go to 17</i> |

16a. What does/did the firm / organisation do at the place you work/worked?  
.....

16b. Job title  
.....

16c. *Full/Part time Employed: Do/did you have any responsibility for supervising other employees?*  
Yes   
No

16d. *Full/Part time Employed: (Approximately) how many people work for your employer at the place where you work?*  
1-24   
25-99   
100-499   
500+

16e. *Ask if self-employed: Are you working on your own or do/did you have employees?*  
On own or with partner  *Go to 17*  
- no employees  
With employees  *Ask 16f*

16f. How many people do you employ?  
1-24   
25-99   
100-499   
500+

**ASK ALL**  
What is the highest educational level you have achieved?  
(Interviewer code response)

- |                                      |                          |   |
|--------------------------------------|--------------------------|---|
| GCSE / O Level                       | <input type="checkbox"/> | 1 |
| NVQ Level 1-2                        | <input type="checkbox"/> | 2 |
| AS / A Level                         | <input type="checkbox"/> | 3 |
| NVQ Level 3+                         | <input type="checkbox"/> | 4 |
| Degree                               | <input type="checkbox"/> | 5 |
| Postgraduate qualification           | <input type="checkbox"/> | 6 |
| Other ( <i>Please specify</i> )      | <input type="checkbox"/> | 7 |
| No formal educational qualifications | <input type="checkbox"/> | 8 |

18. Which of the following best describes your ethnic background?  
(*Show card L; enter code*)

19. What is your first language?
- |                        |                          |   |
|------------------------|--------------------------|---|
| English                | <input type="checkbox"/> | 1 |
| Welsh                  | <input type="checkbox"/> | 2 |
| French                 | <input type="checkbox"/> | 3 |
| German                 | <input type="checkbox"/> | 4 |
| Italian                | <input type="checkbox"/> | 5 |
| Spanish                | <input type="checkbox"/> | 6 |
| Dutch/ Flemish         | <input type="checkbox"/> | 7 |
| Chinese                | <input type="checkbox"/> | 8 |
| Other (write in below) | <input type="checkbox"/> | 9 |

.....

20a. Do you consider yourself to have a limiting long term illness, disability or infirmity?

Yes

No

<input type="checkbox"/>
<input type="checkbox"/>

Ask Q20b

Go to Q21

20b. Can you give me any details about this?

- Mobility related
- Visual related
- Hearing related
- Learning difficulty
- Mental health services user
- Hidden disability
- Speech / language impediment
- Prefer not to say

<input type="checkbox"/>	1
<input type="checkbox"/>	2
<input type="checkbox"/>	3
<input type="checkbox"/>	4
<input type="checkbox"/>	5
<input type="checkbox"/>	6
<input type="checkbox"/>	7
<input type="checkbox"/>	8

21. Any other comments about your visit?

.....

.....

.....

*Obtain contact details for the purpose of back-checking; if respondent is not willing to provide, obtain home town / county.*

**Thank respondent and close**

**Ensure all details on front page are complete.**

## Appendix 2: Breakdown of towns

Town of Respondent	No	Town of Respondent	No
abergele	1	carlisle	1
aigburth	2	ch63	1
ainsdale	3	chester	8
aintree	5	chesterfield	1
albany	1	china	2
allerton	2	clwyd	1
ambleside	1	co durham	1
amersham	1	conway	1
anfield	1	corby	1
ashoton	1	cork	1
ashton in makerfield	1	cornwall	1
atherton	1	county durham	1
aughton	2	coventry	1
austrailia	2	cowes	1
aylesbury	1	croatia	1
ayrshire	1	crosby	8
bala gwynedd	1	croxteth	1
barnsley	1	darlington	1
bebington	1	derby	1
beijing	1	derley	1
belfast	1	detroit	1
belgium	2	doncaster	2
beverley	1	donegal	1
billinge	1	dovecot	1
birkdale	1	dublin	4
birkenhead	11	dusseldorf	1
birmingham	6	easy yorkshire	1
blackheath	1	eccles	1
blackpool	1	ecclestone	1
bolton	3	edge hill	1
bootle	3	edinburgh	1
brazil	2	Eire	1
brickley	1	elland	1
brighton	2	ellesmere port	2
bristol	3	florida	1
broadgreen	1	formby	4
bromborough	2	fort william inverness-shire	1
bury	1	france	5
cambridge	1	frodsham	1
canada	2	garswood	1

cardiff	1	gateacre	1
gdansk	1	llandudno	2
germany	1	london	4
greasby	1	los angeles	1
Greater Manchester	1	luxembourg	1
greenford	1	lymington	1
halifax	2	lytham	1
hardawen	1	madrid	2
hatton gardens	1	maghull	1
haydock	1	malaysia	1
heswall	1	malta	3
hong kong	4	manchester	5
houghton	1	melbourne	1
hoylake	2	menai bridge	1
hull	1	mexico	1
huyton	1	middlesborough	1
ilford	1	mold	1
irby	1	moreton	1
ireland	3	mossley hill	1
isle of man	1	nelson	1
isle og wight	1	new brighton	1
italy	2	new york	1
japan	1	Newcastle	1
kendal	1	newcastle upon tyne	1
kensington	1	newton le willows	2
kidderminster	1	newtonabbey	1
killareney	1	norfolk	1
kilworth	1	north wales	1
kings lynn norfolk	1	north yorkshire	1
kirkby	1	northern ireland	1
knowsley	1	northumberland	1
korea	1	northwich	2
lancashire	1	nottingham	3
lathom	1	nuneden	1
leeds	1	ol13 8bu	1
leicester	2	old swan	1
leicestershire	1	oldham	1
leigh	1	ormskirk	1
lincoln	1	oxton	2
lincolnshire	1	pimbo	1
liscard	1	poland	2
litherland	1	portadown	1
liverpool	71	prenton	1

Liverpool	8	prescot	2
preston	1	wavertree	4
queensland	1	west kirby	1
rainhill	1	west midlands	1
rhyl	1	weymouth	1
robby	1	whiston	1
rochdale	1	wigan	4
rugby	1	winstanley	1
runcorn	3	wirral	12
russia	2	Wirral	2
s;e of Man	1	woolton	1
sandbach	1	wrexham	3
scarisbrick	1	wythenshawe	1
scotland	5	york	1
seaforth	1	Yorkshiire	1
Seftn	1	waterloo	3
Sefton	1		
sheffield	1		
singapore	1		
skelmersdale	4		
slovakia	1		
slovinia	1		
south wales	1		
southport	10		
spain	6		
st helens	8		
stockport	2		
stoke	1		
stoke on trent	2		
surrey	1		
swindon	1		
sydney	1		
telford	1		
thornton hough	1		
toxteth	1		
tuebrook	1		
upholland	1		
upton	1		
usa	1		
wakefield	1		
wales	2		
wallasey	9		
warrington	4		

### Appendix 3: Other responses

Q17 What is the highest level you have achieved? Other	No
b tech	2
city and guilds	1
college	3
cse	1
cse/ tech college	1
diploma	1
hgv class 1	2
high school	2
high secondary	1
HNC	1
hnd	1
leaving certificate	1
midwife qualifications	1
polytech	1
psv	1
refused	3
srn	1
studying for degree	1
teaching certificate	1
time served	3
time served/ city and guilds	1

Q7 What was the main thing you came here to do? Other	No
all of it	1
aquarium	1
beatles	2
been before	2
bit of research then food and drink	1
browse	1
day out	5
day out with family	1
day out with my daughter	1
dinosaurs	1
dinosaurs/ planetarium	1
don't come to this one much so just thought we would come today	1
easy to get around	1
explore the city and as many museums as i can	1
find out about the history of liverpool	1
general	10
general interest	1
general interest not been before	1

general look	18
general visit	2
got friends showing them around	1
haven't been for a long time	1
husband wanted to come	1
i always wanted to visit	1
i haven't been to all the museums just doing a little at a time	1
it's free	1
it was on map given to us at hotel	1
job interview	1
just a change	1
just a change from southport	1
just a change i haven't been before	1
just a day out	1
just a general look	2
just few days away thought we would take in a few museums this is the first	1
just general look	2
just to browse in here	1
just to look	1
just to look around my friends and i take it in turns to choose a museum to visit	1
just to look generally	1
keep my grandson occupied i look after him when my daughter works	1
keep my son entertained	1
like museums	1
look around	1
look at as many museums as we can	2
look generally	2
looked on the website and founf the world	1
looking for a job	1
looking generally	1
measure the panels	1
meeting family	1
my granddaughter likes the aquarium the colour of the fish	1
my granddaughter loves the bugs	1
my husbands gone in the library and i wanted to come in here haven't been before	1
my little girl likes the aquarium and the bug house	1
not been before	1
not been before and wanted to see it	1
our daughter just came to live in the area she recommended us to come here	1
planetarium	1
recommended	1

see as many museums as possible	1
see city	1
see disney on ice	1
see where our son is living generally to back him up he's moved his digs	1
shopping	2
show my daughter the changes in liverpool	1
sightseeing	11
Sightseeing	6
space	1
take a look at as many museums as we can	1
take pictures	1
the beatles museum	1
the egyptians and romans	1
the maya	1
to attend nieces wedding	1
to bring family	1
to browse in peace	1
to find out about the beatles	1
to have a look round	1
to interest our grandchildren	1
to keep my granddaughter occupied for a couple of hours	1
to look generally	1
to see as many museums as i can in the time i have here	1
to see liverpool	2
to see what there is in liverpool	1
to take pictures of artefacts and draw pictures	1
to visit anfield stadium	1
tour bus stopped here	1
visit as many museums as we can	1
visit the albert dock	1
visit the walker	1
walker	1
we've been learning about the coral reef	1
we meet in a different venue about every 2 months	1
wedding	1
weekend break	1
when my wife goes out with friends i visit a different museum each time	1
while away a couple of hours i've recently lost my wife	1
writing diissitation on culture in liverpool	1

<b>Q8 How did you first find out about the venue for your visit today? Other</b>	<b>No</b>
always bring grandchildren here	1
always come here	1
always known	9
always known been before	1
always known/ been before	1
aquariums website	1
banner	1
been before	123
Been before	11
been lots of times	1
been many times	1
came as a child	1
came as a child i used to live up the road in myrtle st	1
come all the time	1
come here all my life man and boy	1
come regularly	2
coming for years	1
don't know always known about it	1
email	1
google	3
google search	1
granada reports	1
guide book/action	1
guide books	1
had heard of it before	1
i'm a teacher	1
i've always known	1
i've been coming since i was a child	1
i came when i was a kid	1
i used to come when i was a child	1
internet	1
just walked across lime street station	1
live near here	1
local guide book	1
map	1
my daughter brings our little granddaughter to see the fish, we're doing just that today	1
near station	1
previous visit	3
previous visits	4
saw it from top of radio tower	1
school trip	1

through working for them	1
tour bus	3
tour guide	1
tourist information	1
train poster	1
trip advisor	4
twitter	1
used to live here	2
used to live here now moved back	1
walking past from the walker	1
we come here all the time	1
we come regularly	1

<b>Q14a Which of the following newspapers do you read regularly whether in print or online? Other</b>	<b>No</b>
evening telegraph	1
irish	1
irish independant	1
Local	1
local australia	1
local irish	2
malta local	1
manchester evening news	2
people	1
post	1
scottish	1
singapore	1
star	3
sun sunday	1
telegraph on saturday	1
wales local	1
wrexham leader	1
yorkshire post	1

<b>Q14b And which of the following radio stations do you regularly listen to, including online? Other</b>	<b>No</b>
96.7	1
bbc 6	1
bbc3	1
capital	6
capital f.m	1
capital/ heart/ smooth	1
downtown	1
free	1
heart	3

irish	1
irish local	2
juice	1
juice fm	1
lancashire	1
local	2
Local	1
local australia	1
local irish	1
local lincoln	1
local radio sc	1
local scottish	1
local spanish	1
local york	1
local/ irish	1
malta local	1
no	1
pirate	1
radio 4 extra	1
radio 6	3
radio leicester	1
radio wales	1
real	1
rock fm	2
rte	1
sheffield	1
signal 1	2
singapore	1
sky news	1
smooth	16
Smooth	2
smooth fm	4
smooth radio	3
smooth/ rock	1
talk sport	5
Talk sport	1
the bay radio	1
welsh local	1
wish	2
wish/smooth/galaxy	1
world service/ have your say	1

<b>Which if any of the following websites do you use?</b>	<b>No</b>
bbc news and weather	1
google	6
none	1
tumblr	1

## Appendix 4: Verbatim comments

Q13a Is there anything you particularly <u>liked</u> about today's visit to the Gallery?
5th floor
a good variety of things to see
a great place for all ages and it's free entry, would highly recommend it
A lot of variety & close to the centre
absolutely wonderful the way everything is laid out
african exhibition very good
airy spacious/ choice in exhibitions for all ages
all
all about space and planets
all good
all good something for all ages
all of it- dinosaurs/ fish/ bugs
all of it- it's free
all of it- the bones- bugs- fish/ space
all of it- the butterflies and bugs
all of it- the variety- the staff
all of it- the variety
all of it- well laid out
all of it-the bugs
all of it
all of it been here quite a time
all of it i find interesting/ for all ages/ well laid out spacious/ clean/ organised
all of it is just great, great exhibitions
all of it really
all of it that i have seen so far
all of it was great
all of it, everything
all of it, it's great especially the picnic area
all of it, planetarium very good
all of it, the special exhibitions maya and japanese
all of it, very interesting
all of it/ aquarium/ history
all of it/ different parts/ good for all
all of it/ different/ austrailian art
all of it/ dinosaurs/ aquarium
all of it/ fish/ dinosaurs/ shop
all of it/ spacious/ friendly helpful staff/ airy
all of it/ the buildings and the surroundings- butterflies
all the bugs and butterflies
all the culture
all the exhibitions
all the exhibits

all/mayan/fossils
always something interesting to see
an overall good visit
ancient egypt
ancient world- aquarium
aquarium
aquarium and bugs are great places
aquarium and dinosaurs/ space museum
aquarium and the world culture
aquarium and time and space
aquarium is a firm favourite with my daughter
aquarium is great
Aquarium is relaxing
aquarium is the big attraction for my family
aquarium it's free/ the layout
aquarium the girls loved it in there
aquarium very good
aquarium was good
aquarium was good but a lot of it was closed
aquarium was interesting
aquarium, dinosaurs everything
aquarium, it's very good
aquarium, it catches my attention
aquarium, lot of details on exhibits
aquarium, spaceship, african exhibit
aquarium/ african
aquarium/ amount of things the kids can look at
aquarium/ bug house
aquarium/ bugs
aquarium/ bugs/ maya
aquarium/ dinosaurs/ fossils
aquarium/ dinosaurs/bugs
aquarium/ egypt
aquarium/ mayans/ egyptian
aquarium/ natural history
aquarium/ planetarium
aquarium/ romans
aquarium/ wolves
aquarium/bugs
artefacts on natural world
astronaught on the ground floor
astronomy it's interesting
atmosphere always looks inviting
atmospheric music in endangered planet/ feeling of being in a forest/ the lighting gives that effect
attractive for children/ colourful plenty of different exhibition

bear, bugs, dinosaurs
been good visit
big rocket
bug house
bug house and fish
bug house and fish tanks
bug house/ aquarium
bug house/ dinosaurs/ aquarium
bug room/ mummies- polar bears- aquarium/ dinosaurs
bug world
bugs
bugs and aquarium
bugs and fish
bugs and fish children like those the best
bugs was the favourite with the family
bugs/ aquarium
bugs/ chinese and japanese bit
bugs/ cultures/ natural history
bugs/ fishes
bugs/ national history
bugs/ spiders/ dinosaurs- turtles
cafe was very reasonable with plenty of choices would recommend it
Candle stick it took my eye
child friendly nice and interactive
child friendly/educational
child likes it
children always enjoy it, bug house, aquarium
children can interact and bug house always has to be visited
children enjoyed the hovercraft and fish
children liked the fish
children loved the fish and dinosaurs we enjoyed the world cultures
children playing excellent room for the children to explore
civilisations/ dinosaurs
clocks and pocket watches
colour exhibition very good for the family
colour/ lockers are great- you don't have to carry your bags and coats around
colours exhibition
colours exhibition stood out for us
colours exhibition/ fishes
compact and wide variety of interest
costumes around the world/ fish
dino/ mayas
dinosaurs- bugs
dinosaurs
dinosaurs and aquarium (the circular one)

dinosaurs and bugs
dinosaurs and forest with bears and foxes
dinosaurs and natural history
dinosaurs and the natural history lots of information available
dinosaurs are the big attraction for my son, aquarium good
dinosaurs are the main thing grandson wants
dinosaurs good, children loved them
dinosaurs it's great for children
dinosaurs, aquarium
dinosaurs, bugs
dinosaurs, fish
dinosaurs, fish, bug house
dinosaurs, my son likes those
dinosaurs, there's always something different to see
dinosaurs/ all of it
dinosaurs/ aqua/ space stuff
dinosaurs/ aquarium
dinosaurs/ aquarium/ egyptians
dinosaurs/ bbugs/ space
dinosaurs/ big fish
dinosaurs/ bugs/ fish
dinosaurs/ bugs/ natural history
dinosaurs/ colours
dinosaurs/ dino trail/ always good for children
dinosaurs/ egyptology
dinosaurs/ eye for colours/ bug house
dinosaurs/ fish
dinosaurs/ fish/ all interesting
dinosaurs/ fish/ giraffes
dinosaurs/ mayan
dinosaurs/ mummies/ maya/ fish
dinosaurs/ natural history/ bugs
dinosaurs/ octopus
dinosaurs/ real looking/ like doing the questions as you go through
dinosaurs/fish
easy access
easy for children very child friendly very hands on
easy to access with a pram and baby changing all clean
easy to browse around
educational for all ages/ particularly children/ spacious/ airy
educational/ interesting
egypt/ animal
egypt/ romans/ maya
egyptian exhibition
egyptian/ bugs

egyptian/ mayan
egyptology/ natural history
enjoyed it all
enjoyed it all and dinosaurs
enjoyed it all very interesting
eskimos/ all good
everything
everything i like all of it
everything i like it all
everything is just amazing brilliant exhibitions
everything it's educational and fun
everything samauri warrior was very good
everything/ something for all tastes/ all ages/ child friendly
everything/ the amount of interesting things to see it's wonderful
excellent aquarium brilliant
exhibits/ egyptian/ world culture/ well laid out
eye for colours
fabulous museum and the staff are really nice, we love the aquarium
fantastic museum with lots of historical artefacts, very educational
fascinating place something for all ages
fish- aquarium
fish
fish and dinosaurs all good (some exhibits not as much as usual)
fish improved tanks well stocked very relaxing
fish tanks
fish/ all the drawers and shelves
fish/ bugs
fish/ dinosaur
fish/ dinosaurs
fish/ dinosaurs/ colour
fish/ endangered planets/ culture/ bugs/ dinosaurs
fish/ looks much better lately cleaner and interesting
fish/ spiders/ planetarium
fish/bugs
fish/dino trail/ dinosaurs/ egyptians
fish/dinosaur
fishes- aquarium
fishes
fishes/ bugs/ space travel 5th floor
fishes/ mummies
floor 3 outstanding
friendly atmosphere/ wide choice of exhibits/ something for everyone/ educational for children
general, good exhibition, i enjoyed it
generally looking round
God for research

good childhood memories
good for 2 year olds
good for all ages, something for everybody
good for children
good picnic area, saved me a fortune, lots of things to see, very different
good place to bring the grandchildren on a wet day
got something for everyone
grandchildren loved the whole experience
great for the children, kids of all ages
great place for kids, interesting and teaches them aswell
Has a little of everything
he liked the fishes best and the dinosaurs and bugs
history
hover board demo and planetarium
husband enjoyed the space section
i'm on holiday, it's a pleasure bringing my daughter here/ she loves coming the bugs and fish she enjoys
i am interested in natural history this suits me
i don't know
i like all of it
i liked all of it
i liked it all, it's all great
i loved the clocks all interesting it's a good place
ideal for childrn space to move and educational
ideal place for kids and picnic area good
ideal place for young children, nice there's a lift and shop not too pricey
insect and beatles, small child loved it
insects- bug house and aquarium
interactive stuff and models
interesting
Interesting
interesting and educational- space- fish- dinosaurs
Interesting for the kids
interesting good variety
interesting, exciting environment wonderful place
it's a great place for all of us children love the fish
it's a wonderful museum for children, there's plenty of hands on exhibits to amuse them
it's all great
it's all very interesting such a lot to see
it's educational for all the family/ aquarium
it's educational for the kids
it's extremely diverse/ a good mixture
It's fascinating
it's for the kids they love the dinosaurs and bugs
it's free- dinosaurs- fish

It's free & good access for push chairs
it's free and interactive
it's free entrance and spacious/ light and airy and friendly staff
it's free, egyptians- the best in the country
it's free, good to bring children
it's full of interesting artefacts, an excellent place for children especially with the planetarium
it's good for children they like all floors
It's good for children who have autism
it's good/ lots to see and it's free
it's got everything good changing facilities
it's got lots of variety of exhibits
it's great that it's free
it's great, it's interactive good for children
it's interactive and lots to see
it's interactive hands on things to do
it's light and airy/ modern feeling for a museum/ historic building well preserved
it's nice to see plenty of school children enjoying it, i am sure they learn a lot from their visit
it's not run for profit and it's educational
it's so accessible
it's variety the classics section
it's vast/ so many different exhibitions/ friendly staff
it's very directive/ aquarium good
it's wonderful and educational
it is all really good
it is such an interesting place and so much to see
just a very welcoming place to be/ the choice in exhibitions so much in here
just everything about it/ amongst other historic buildings/ i really like liverpool and the people/ friendly vibrant city
just everything it's the old liverpool museum/ the foyer very tastefully done/ would attract anyone/ any age
just occupies my grandson/ he loves coming here/ he enjoys everything here
just the vastness of the place from when you come through the entrance/ choice in exhibits
just a change nothing really to make me want to return
keep the kids occupied and it's free
keeps our granddaughter occupied for a few hours in here/ very child friendly
kids love dinosaurs
kids love it it's educational
kids love the bugs, dinosaurs
layout
learning about the world, very child friendly, low prices in shop, cafe lovely
light and airy/ choice in exhibitions to suit all tastes
light exhibition children loved it
like everything
like everything about it
like it all, it's good fun

like it all/ it's good for the kids they like the bugs
like the fish and bugs
like the museum well laid out
like the variety in this museum, the dinosaur displays are excellent
liked the dinosaurs best, there's so many different and wonderful things in this museum
liked the natural history museum and eye for colours
liked world cultures/ insects
live things/ bugs- spiders
lots for children to do
lots going on plenty to see, very good for children
lots of hands on it's not a stuffy museum
lots of interesting things to see
lots of things to do for children/ exhibitions they have on/ variety
lots of things to stimulate children
lots to see
lots to see ancient world very good
lots to see easy to walk around
love the bug house and the collections of butterflies
Love the history
love the way it portrays different cultures in the world plenty of artefacts aswell
loved the aquarium
loved the dinosaur section, there's so much information on different cultures, it's amazing
lovely and well cared for building, plenty of seating areas aswell
lovely, mayas exhibition good, aquarium
maya exhibit
maya exhibit is better than london museum/ good exhibits very well laid out
maya theme is good
mayan/ egyptians
mayans/ world cultures/ aquarium
mayas
mayas exhibition
mayas and japanese
mayas exhibition
mayas exhibition was very good
mayas good well worth the drive
mayas is very interesting
mayas very good also bugs are interesting
mayas/ bugs
mayas/ dinosaurs
mayas/ egyptian
more stuff for the kids to see and do
my children loved the dinosaurs, the whole museum very relaxed with friendly and helpful staff
my daughter loves the dinosaurs/ educational here for children
my granddaughter enjoys the colours of the fish/ the variety
my grandchildren love it all

my grandson loves it here, fish, bugs, dinosaurs
my grandson loves to see the fishes
my kids never tire of coming here, they love it, which is a real bonus because it's free
my little boy is very interested in animals so all and the dinosaurs
my son loves the dinosaurs and there is plenty of space for children
natural history- planetarium
natural history entertained because it teaches at the same time
natural history space travel rockets etc
nice cup of coffee
nice displays liked the natural history centre, not too crowded
nice well organised free museum, easy to get to all the floors
no
not enough choice in food in cafe near entrance
not too overcrowded, was easy to view all the different exhibits on each floor
open airy friendly/ staff there if you need them easy to reach/ liverpool easy access everywhere
Place of interest
planet/ dinosaurs/ aquarium/ colourful
planetarium
planetarium, the space plenty of room for big partys
planetarium, theatre and the tropical fish
plenty of choice in exhibits in the various rooms/ spacious friendly staff
plenty of variety in here for all ages/ my granddaughter loves the colour of the fish/ they fascinate her
plenty of variety of subjects and exhibitions here to suit all ages
plenty to see di and touch for free
plenty to see/ the building itself/ the architecture/ historic it's the old liverpool museum
presentation of everything / very clean and spacious
quality exhibitions the maya was very good
quality of information interaction with children/ signage/ enticing
quite extensive exhibition
range of exhibits so different
really interesting
seeing all the young families having a great time
so many interesting exhibitions
so much here need longer than we have today
so much information an so many subjects of interest
so much on here child friendly
so much to see helpful informative staff
so much to see in here/ plenty to suit all ages/ wide rooms/ plenty of information on a lot of subjects
so much to see in here/ will come more often/ the building itself is historic, was it the old liverpool museum?
so much to see it's all very interesting
so much variety, i personally liked the dinosaurs and the aquarium
something different new exhibitions regularly
something different on every floor
something for all the family, bugs and dinosaurs and astronaut

something for everyone
something for everyone/ our granddaughter loves the colored fish
son likes planetarium, fish, bugs, dinosaurs
space area and planetarium
space exhibition aquarium
space exhibits
space exhibits very interesting
space for the children to move at the same time teaching them
space, aquarium, bug house
space/ dinosaurs/ bugs
space/ dinosaurs/ fish
space/ egypt/ dinosaurs
spacious for children/ plenty of hands on to interest them
spacious something interesting
spacious/ airy/ clean/ variety for all ages
spacious/ easy to walk around
staff friendly helpful round the museum
stuffed animals
the 1st and 2nd floors/ the exhibits
the 2nd floor, animals
the animals/ varieties of creatures and animals
the aquarium- good for children
the aquarium and bughouse are my favourites, well worth a visit
the aquarium different to what were used to, something extra for me
the aquarium liked the fish and never seen one in a museum before
the aquarium was very good
the aquarium, children love that best
the aquarium, it's great for young children because of the lovely colourful fish
the aquarium, the interaction parts
the aquarium, tropical fish colourful/ variety in bug house
the aquarium/ dinosaurs
the aquarium/ info about coral reef
the aquarium/ the dinosaurs
the atmosphere/ friendly you don't get a greeting when you come in but it feels a friendly place/ the staff walking round are friendly
the bug section/ very informative/ lovely for children to see as well as adults
the bugs and natural history
the bugs and space bit
the bugs and space floor
the bugs and space section
the bugs and the aquarium staff very helpful and friendly
the bugs and the dinosaurs
the bugs and the dinosaurs/ very interesting
the bugs/ eye for colour
the building itself historic/ staff there if you need them/ friendly atmosphere

the building itself is so impressive and the layout inside is well thought out with easy access to all floors
the building itself/ just impressive/ the stonework/ well preserved inside and out
the building itself/ stylish and well preserved
the children love the aquarium and bugs
the children loved the dinosaurs, the fish the colours and having a picnic
the choice in exhibitions/ light and airy// friendly feel to it
the choice in exhibits/ wide/ the building itself/ well preserved architecture
the coffee is alright
the culture section
the different cultures/ the fossils
the dinosaur section is great for kids
the dinosaurs
the dinosaurs and aquarium
the dinosaurs of course
the dinosaurs the skeletons
the dinosaurs very child friendly
the dinosaurs, fish, picnic area
the docks especially
the egyptian exhibit and liked the glass lift
the egyptian room
the exhibitions good well set out easy to find well displayed
the fish
the fish and bugs
the fish and the snakes are my favourites, nice to view close up
the fish and world culture
the fish are my little boys favourites, i thought the maya exhibition was excellent
the fish exhibition and the bugs
the fish, daughter loves them
the fish, dinosaur
the fish/ dinosaurs
the fishes
the gallery with all the different countries
the history
the information on dinosaurs is excellent, the skeletons and footprints especially
the interactive things all good for children
the kids love it here because there is so much to see, they love the aquarium and the shop
the kids wanted to see the dinosaurs
the layout- easy to follow- clean toilets
the layout- love the children can interact here
the layout/ easy to navigate/ light and bright
the maya exhibit
the mayas and aquarium
the mayas exhibit
the mayas exhibit very informative

the mayas exhibition is excellent, so much interesting information and exhibits
the mayas was very good
the mayas was worth coming for alone
the middle floor, bugs, aquarium
the mix of everything/ specimans everything
the natural history centre is excellent there's a huge amount of exhibits
the organised feeling/ space/ lighting/ all enjoyable for all ages particularly children
the planetarium
The planetarium & aquariu,
the planetarium very good, natural world good
the planetarium was brilliant
the planetarium/ general interest
the planetariums is excellent, very good and educational for children
the shop has lots of reasonably priced items, plenty to interest young children
the space exhibits
the space on 5th floor
the space/ the layout
the special exhibition- may 1 good to have something new
the staff are very friendly, the mayas exhibition is so interesting
the things that you can touch and feel interactive
the tropical fish and dinosaurs
the variety
The variety
the variety and quality
the variety exhibitions/ spacious/ clean and open
the variety in exhibitions/ educational/ light and day
the variety in exhibitions/ for all ages
the variety in exhibitions/ something for all ages/ wide spacious galleries
the variety of exhibits
the variety of exhibits great for families
the variety of exhibits, also the aquarium is beautiful
the variety of fish/ marine life
the variety/ it's free/ style of the building/ open entrance area
the view across liverpool from the top of the building just amazing you can see right across
the way it's laid out/ lots of detail/ explained fully
the whole place is full of great things/ loved it
the whole thing
the world cultures exhibition is really interesting and well laid out
there's a lot to see i try to pick a different gallery every time i come/ plenty of seating
there's plenty going on and a superb maya exhibition, very impressed with the museum
there's something for all ages
they can touch items/ not all behind glass
thought the festival of the dead would be much bigger
toilets are clean and excellent it's free and child friendly and lockers and pram park
touch and feel stuff

variation and it's free/ plenty of variety in exhibitions
variety in all exhibitions/ spacious/ helpful staff if you need them
variety in exhibitions something for all tastes children and adults
variety in exhibitions/ the cafe/ again variety in everything
variety of exhibits easy access
variety on each floor is good
variety/ nice museum/ well laid out
very child friendly, lots to keep them interested, fish lovely
very clean and modern inside, easily accessible on foot, full of wonderful artefacts
very educational and lots to see
very educational, layout excellent, world cultures good
very friendly staff/ there if you want them/ spacious rooms/ variety in exhibition
very good exhibition
very interactive for children
Very interesting and the layout is good
very interesting for children
very interesting insects/ well laid out- different purpose in each room
very interesting will come again for another look
very varied, the space stuff very interesting
we're killing time really
we bring our little girl she is fascinated with the coloured fish
we like the bugs and the fish best and there's plenty of information about them
we like the dinosaurs best and the bugs
we liked the bugs
we love looking at the beautiful coloured fish and the bugs are interesting too
we love the bugs and the aquarium, it's a great museum for kids, so much fun
well laid out/ easy to follow/ plenty to interest all ages
wolves
wonderful display of mayan history, every floor has something different
world culture and info
world culture interesting
world culture section
world culture was very good
world cultures and the aquarium
world history- dinosaurs/ jigsaws/ fish
you can touch/ children can get involved

**Q13b Is there anything you particularly disliked about today's visit to the Gallery**

a lot of sections closed off a lift not working

accessibility, i can't get round properly with the pram

african

african/ scores

as above

bad parking

banners in wrong place confusing outside

better merchandising/ more books/ postcards

better signage for toilets

bit noisy and crowded but i suppose that's because it's the school holidays

bit rowdy with so many children off school

bit too noisy and crowded

bit too noisy when kids are off

bored with naturality (little one too young to appreciate it)

bring back old cars and trains/ more dinosaurs

broken exhibition in space museum/ press buttons and don't work

bug house

bugs

cafe too expensive

cafe too hot

cafe very noisy lots of school children in the shop should be seperate

can't fault it at all

can't fault it excellent museum

can't read some of the info sheets- lightings a bit dim

change some of the exhibits

could do with a step for the little ones to see the aquarium

could do with more fish/ cafe is expensive

could do with more lifts

could do with some new displays on each floor

couldn't fault it at all

couldn't fault the museum at all

couldn't get to see anything because we couldn't get in the lift

dinosaur area needs updating- tradeship game has been broken for a while

dinosaur/ models outdated

dinosaurs need bringing up to date

don't like leaf tea in cafe

easy to miss some things as so much here

egyptian

egyptian and roman exhibits could be improved/ we have seen better

egyptian closed

egyptian not here

egyptology not open, my daughter doing a project on it at school

egyptians not here

exhibition did not go back past the 6th century
expected more dinosaurs
fine today but on busy days limited use of lifts
Floor 3
Floor 4 make the animals a bit more like like
for all ages/ interactive for children educational
forest exhibition very dirty badly needs cleaning
granddaughter thought it was scary, spiders
hard to get tickets for shows no matter what time you come
Improve food in cafe
interactive not working on floor 5/4 floor some exhibits you can't see too dark
interactive things not working
it's a bit cold in here
it's aimed at young children
it's dark in african section
it's more for younger people
it's too hot day in here/ uncomfortable
it was all a bit boring
lift not working
lift not working/ egyptian exhibition closed
lift overcrowded with people who shouldn't be in it
lift too busy
lifts too small
lighting could be better in parts
lighting not very good
lot of interactive things not working
lots broken and it's tired in the dinosaurs
lots closed off/ egyptian section for 1 i was disappointed about that
lots of interactive in planetarium not working
low lighting
more advertising for special exhibits
more dinosaurs
more dinosaurs stuff
more exhibits
more hands on for under twos
more hands on for younger children
More info in the planetarium
more info on conservation what causes coral reef to die
more information on the insect section
more interactive things for 2-7 ages- missing snake exhibits
more interactive things for children and cafe a bit like a works canteen
more lifts- or signs for people to leave lifts for people with prams/wheelchairs
more lifts and toilets on ground floor
more lifts needed
more shows on or bigger shows

More things for babies in thd colour exhibit
needs good clean inside some areas
no
no complaints
no dead cat (been replaced)
no dislikes
no dislikes at all
no english breakfast in the cafe
no except only one lift/ the egyptian section closed/ dissappointing
no faults
no it was lovely and quiet
no snakes better dinosaur display
no soap or paper towels in toilet
noise of school children
noisy children
none
not enough dinosaurs
not enough interactive stuff for kids to play with
not enough light and you can't read about the exhibits
not enough light dinosaurs in the in the part
not enough light on the descriptiions generally
not everything is open we were hoping to go to the planetarium but it booked up
not much choice in cafe/shop you don't realise it is one/ better in a seperate room more inside the museum somewhere not in the foyer
not really for adults, more for children
not today but quite often lifts aren't accessible/ when it's busy they are too small to take the volume of people
nothing i can think of
only our lack of time would like to return when we have more of it
parts of it are closed
planetarium- not very interesting, children not interested enough- not children friendly
planetarium things not working
price in cafe- snacks too dear
roman and egypt and exhibition
roman exhibition was smaller than i though
show booked
some areas very dark, chinese bit really is
Some exhibits aren't full
some exhibits not in e.g snakes
some hands on not working
some interactives machines not working
some of interactives don't work
some of the interactive not working
some parts were closed some of the interactives didn't work
some sections need to be refreshed with new exhibits

some things don't work
some things not working
somethings not working
space (too much to read)
space area, some interactive things didn't work
space boring not enough to do
space exhibition isn't on even though it was advertised on tv
spiders
the aquarium was empty no fish
the big spider, frightened my youngest
the cafe food isn't brilliant have more affordable food in the cafe and good tasty meals
the egyptian area closed- very disappointed
the exhibitions are not hitting the young ones need more interactives
the fish room because it's very small and it was too crowded
the fishes are partly closed
the foyer needs modernising/ the info about things looks old/ needs updating
the lift, makes me feel sick- because it's all glass
the lighting dull in parts in world cultures
the lighting too dark to read on some exhibits
the planetarium is quite boring
the school children are rather noisy
the shop was a bit limited as to what it sold but it wasn't a major issue
the space section is getting smaller and smaller like more technology
they didn't have wax crayons in shop
too busy to see everything properly
too busy, very crowded
too many kids
too many people- waiting for lift
too many people/ mayan not very good not children orientated
too many stairs/ too warm
top floor- interactive things- not working
unbelievably busy, unable to see lots of things because of it
update interactive things- some aren't working
very busy but only to be expected in the school hols
very crowded with a lot of queuing for the lift
very noisy
waited ages- not enough lifts
waiting for ages for the lifts so didn't stay for long
wasted a lot of time trying to park no proper car parking available
we've got no dislikes at all
we felt a lot of the exhibits were aimed at children
we haven't got any dislikes at all
western centre closed
western discovery closed
wish i had longer to browse

### Appendix 3: Guide to Statistical confidence levels

There are two tables shown. The first gives the range around a particular percentage result within which one can be confident that the true result across the whole population lies; the second shows the minimum difference you would need between two results to be confident that there was really a difference.

These tables are based on the following assumptions:

- I. The samples have been randomly drawn (in actuality this is never true in survey research, because there is always an element of refusal to cooperate - but, for practical purposes we have to assume that it is true).
- II. The degree of confidence we will work with is 95%. This means that there is still a 5% chance that the result is outside of the range by chance. There is no absolute reason why 95% should be used - but it has become the convention in balancing degree of confidence against cost of data collection.

Table 1. Confidence in a single percentage result.

The +/- figures show the variation around the result (left hand column) that applies for each chosen sample size.

Thus a survey result of 40% from a sample of 500 would mean that we were 95% confident that the true result across the whole population lies between 35.7% and 44.3%.

% result	Sample Size				
	100	200	500	1,000	5,000
50%	+/- 9.8%	+/- 6.9%	+/- 4.4%	+/- 3.1%	+/- 1.4%
40% / 60%	+/- 9.6%	+/- 6.8%	+/- 4.3%	+/- 3.0%	+/- 1.4%
30% / 70%	+/- 9.0%	+/- 6.4%	+/- 4.0%	+/- 2.8%	+/- 1.3%
20% / 80%	+/- 7.8%	+/- 5.5%	+/- 3.5%	+/- 2.5%	+/- 1.1%
10% / 90%	+/- 5.9%	+/- 4.2%	+/- 2.6%	+/- 1.9%	+/- 0.8%
5% / 95%	+/- 4.3%	+/- 3.0%	+/- 1.9%	+/- 1.4%	+/- 0.6%

Table 2. Confidence in a difference between two percentage results.

The +/- figures show the difference from the first result (left hand column) that the second result needs to display.

Thus if the first survey result was 40% from a sample of 500, the second result would have to be either over 46.1% or under 33.9% for us to be 95% confident that there was a true difference in the population at large.

% result <sup>1</sup>	Sample Size				
	100	200	500	1,000	5,000
50%	+/-13.9%	+/- 9.8%	+/- 6.2%	+/- 4.4%	+/- 2.0%
40% / 60%	+/-13.6%	+/- 9.6%	+/- 6.1%	+/- 4.3%	+/- 1.9%
30% / 70%	+/-12.7%	+/- 9.0%	+/- 5.7%	+/- 4.0%	+/- 1.8%
20% / 80%	+/-11.1%	+/- 7.8%	+/- 5.0%	+/- 3.5%	+/- 1.6%
10% / 90%	+/- 8.3%	+/- 5.9%	+/- 3.7%	+/- 2.6%	+/- 1.1%
5% / 95%	+/- 6.0%	+/- 4.3%	+/- 2.7%	+/- 1.9%	+/- 0.9%

<sup>1</sup> (Footnote to this table. These are approximations - for guidance only. The precise difference required for the second percentage will vary with whether it is below or above the first percentage)