

Comparative visitor profile

This information has been collected by BDRC 2006 – 2007 and Morris Hargreaves McIntyre 2007 - 2009 for the marketing department of the National Maritime Museum. These figures do not take into account school visits as the researchers only interview adults. The figures are collective for all three sites for the full year.

Visit Origin

	06/07	07/08	08/09
London	25%	26%	26%
South East	4%	5%	8%
Rest of UK	12%	12%	15%
Overseas	58%	54%	51%

Visitor Ages

	06/07	07/08	08/09
Under 5	3%	1%	3%
5-11	8%	5%	8%
12-15	4%	4%	5%
16-24	14%	18%	13%
25-34	19%	21%	18%
35-44	17%	14%	15%
45-59	21%	19%	26%
60-64	7%	11%	7%
60+	7%	7%	6%

% of under 5s may not be a fair reflection of reality, this may be due to reluctance of parents with young children to stand and answer a 5-10 min questionnaire

NS-SEC

	Code and description	07/08	08/09
1.1	Large employers and higher managerial	6%	7%
1.2	Higher professional occupations	22%	21%
2	Lower managerial and professional occup.	41%	40%
3	Intermediate occupations	10%	10%
4	Small employers and own account workers	8%	8%
5	Lower supervisory and technical occup.	3%	6%
6	Semi-routine occupations	6%	2%
7	Routine occupations	4%	4%
8	Never worked and long-term unemployed	-	-

Ethnicity of Visitors

	06/07	07/08	08/09
White British	38%	30%	39%
White other	46%	46%	41%
White Irish	1%	1%	2%
Indian	4%	4%	3%
Chinese	4%	7%	1%
Other	7%	4%	3%

Local area (Greenwich) Ethnic make-up compared to visitors to museum

	Resident in Greenwich 2006	Visitors to the Museum
White	71.0%	80%
Black African	10.5%	0%
Indian	4.6%	3%
Black Caribbean	3.3%	0%
Black other (inc mixed heritage)	2.7%	1%
Other	2.3%	-
Other Asian	1.5%	3%
Chinese	1.5%	(Chinese British only) 0%
Pakistani	1.1%	0%
Bangladeshi	0.7%	0%

The figures for Visitors to the museum are for all visitors not just those from the UK.

The African community in Greenwich grew four-fold between 1991 and 2001, this growth is predicted to continue.

Further visitor facts for year 2008/09

Disability

4% of visitors considered themselves to have a long-term illness, health problem or disability, including problems related to old age.

43% of these visitors felt the site met particular needs they might have arising from that disability. 57% disagreed, and said the site didn't meet the needs related to their disability.

Local Visitor Trends

Visitors from the London SE or E postcodes are more likely to visit the National Maritime Museum than the Queen's House (QH) or the Royal Observatory Greenwich (ROG).

Visitor Numbers

In 2008\09 the NMM (inc QH and ROG) attracted 2.07 million visitors of these 93,000 were formal education visits.

Visit Duration

The average visit length has increased by 53 minutes on the equivalent dwell time for the whole site last year (1hr 36 minutes)