



Museum Visitor Report

Survey Findings

July 2019

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Executive summary

The survey was designed to explore profiles of attendees and guests, information gathering sources and their experience. Intercept surveys were conducted onsite at the Museum and open to the general public and to Newcastle Voice members. Engagement was conducted from 4 April to 7 May 2019. In total 253 participants completed the survey.

Participant Profile

- The most common age group to complete the survey overall was 25-39 years (34%) followed by 40-54 years (28%).
- More females (64%) participated than males (34%).
- Most participants indicated that they live in Newcastle (32%), however, this percentage differs significantly when compared with previous years.
- Participants who identified they live elsewhere include 22 percent elsewhere in New South Wales and 15 percent from Lake Macquarie.

Visitation Patterns

- 59% of the respondents who have visited the Museum indicated they usually visit with 1-2 hours.
- Most visitors continue to visit with children 15 years and under.
- Groups of 3-5 people was the most common group size (48%).
- 61 percent of participants were repeat visitors.

Planning the visit

- The Newcastle Museum website was the most popular way to find out information about the Museum (39%), followed by word of mouth (29%) and social media (17%).
- For most participants the most common reason for visiting the Museum was to do something with family or friends.
- 68% of participants indicated they were aware that the Museum is a City of Newcastle facility.

Visitor Experience

- When asked 'How likely is it that you would recommend Newcastle Museum to a friend or colleague?' 66 percent of the participants said that they would recommend it.
- Participants were asked how well the Museum was achieving its vision to be a centre for and about Newcastle 84 percent selected very or extremely well.
- The aspects visitors were most satisfied with were customer service with a rating of 97 percent, followed closely by Museum exhibitions (96%) and events/activity (93%).
- Satisfaction with the directional signs within the museum has increased significantly from 46 percent in 2017 to 92 percent in 2019.

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1 Introduction

1.1 Objectives

A survey for the Newcastle Museum (Museum) was undertaken by City of Newcastle (CN). Intercept surveys were conducted onsite at the Museum.

The consultation will serve as a benchmark study from which we can monitor the performance of an increased focus on customer satisfaction at the Newcastle Museum. This report depicts the changes for 2015, 2017 and 2019 where possible.

The intent of the survey was to:

- determine the profile of the current visitors of the Newcastle Museum
- measure the levels of customer satisfaction regarding the Newcastle Museum
- determine the current reasons for visiting the Newcastle Museum, including receptiveness to changes
- determine if the Newcastle Museum meets community needs and expectations
- understand if Newcastle Museum's information provision is relevant and useful
- determine future services and activities incorporating this feedback.

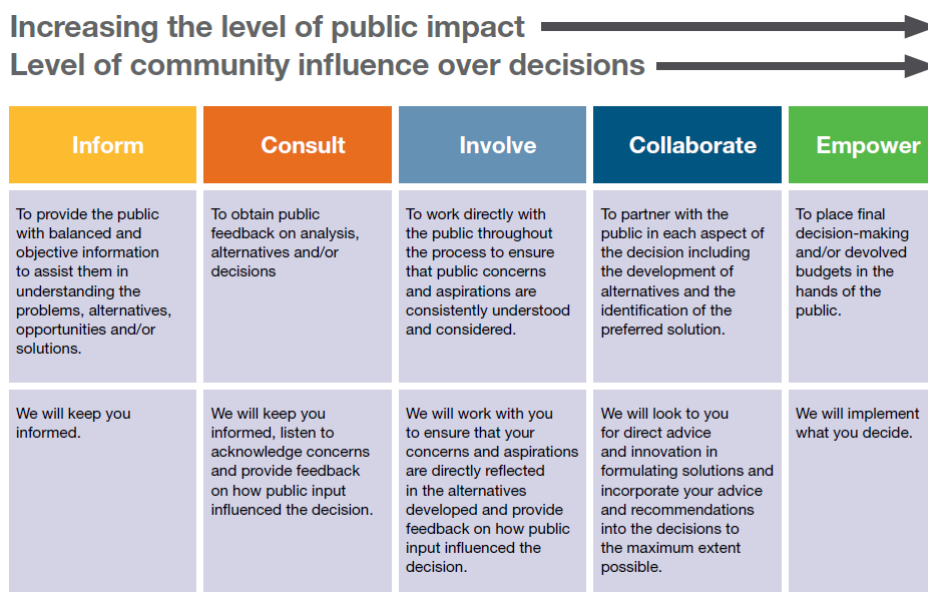
The information gained and community feedback will inform an ongoing review and improvement of the Newcastle Museum's displays, marketing and business plans, assist when seeking grants and sponsorships and help shape KPIs.

2 Methodology

2.1 Research approach

This study falls under the **Consult** category of the IAP2 framework endorsed in CN's Community Engagement Policy.

Figure 1: Public Participation Spectrum, International Association of Public Participation



2.2 Data collection

The 2019 Museum survey was open from 5 April 2019 until 21 April 2019. The onsite surveys were conducted by Museum staff and volunteers or by the participants themselves. Copies of the questionnaire were available in the Museum for people to collect and undertake in their own time, alternatively people were approached by staff to undertake the survey face to face.

People could undertake the survey if they attended the Museum during the data collection period. There was a small token of appreciation given for people's time and to encourage participation. A total of 253 participants completed the survey.

The sampling process outlined herein is a self-selecting sample, which is a non-probability sampling technique. While this approach is more cost and time effective than a probability sampling (e.g. random sampling), there is likely to be a degree of self-selection bias in the results. This is especially true among broad community respondents who may choose to complete the survey because they have strong views on the topic one way or the other. Similarly, using a self-selection sampling technique may limit the representativeness of the sample.

2.3 Survey promotion

The survey was promoted to those attending the Museum by staff or signage. Onsite Museum visitors were the only participants.

2.4 Data handling

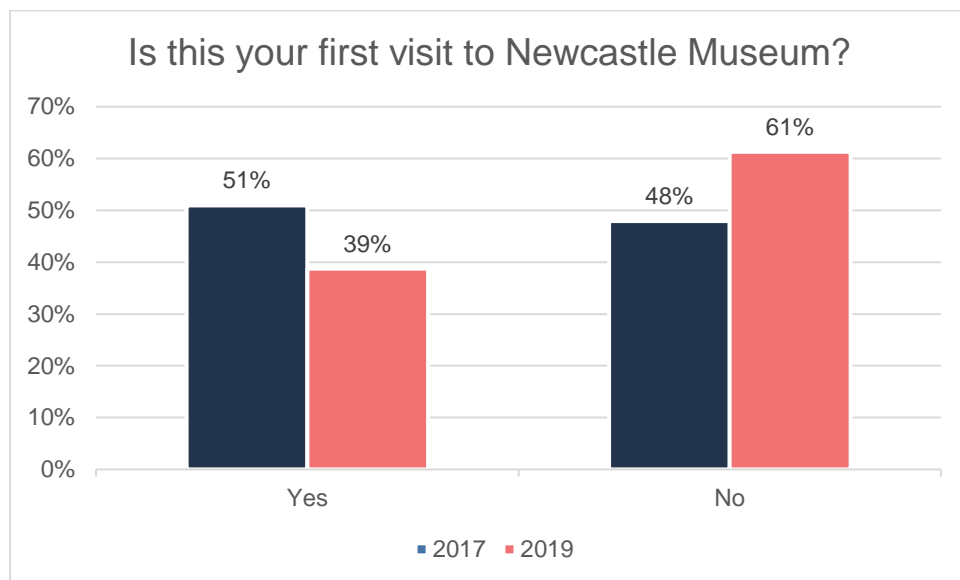
The data handling and analysis was carried out using CN's survey software. Verbatim responses have been edited only for grammar and spelling in the verbatim comments.

3 Survey findings

3.1 Visitation patterns

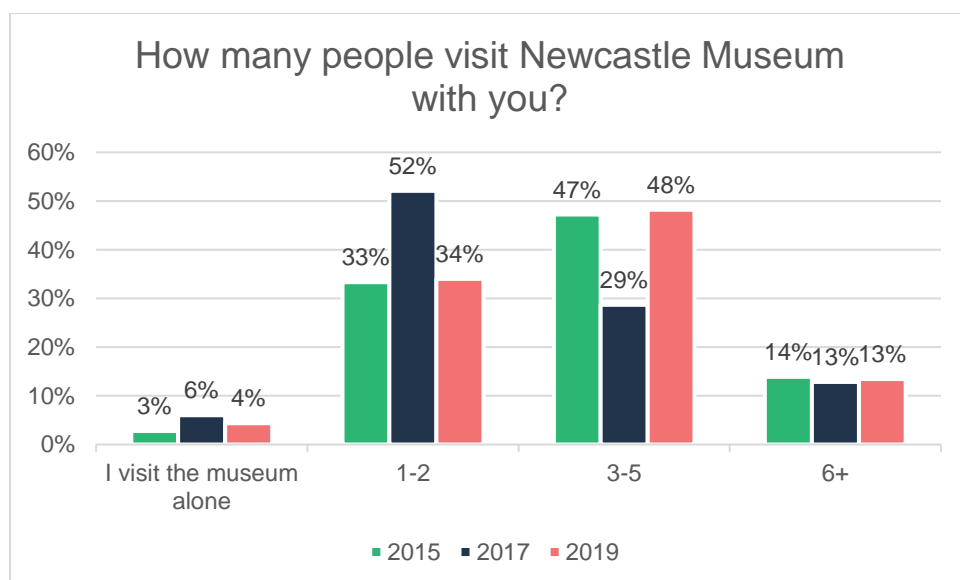
Participants were asked if they had visited the Museum before. There was an increase in repeat visitors between 2017 and 2019 (61% up 13% from 2017).

Figure 2: First visit



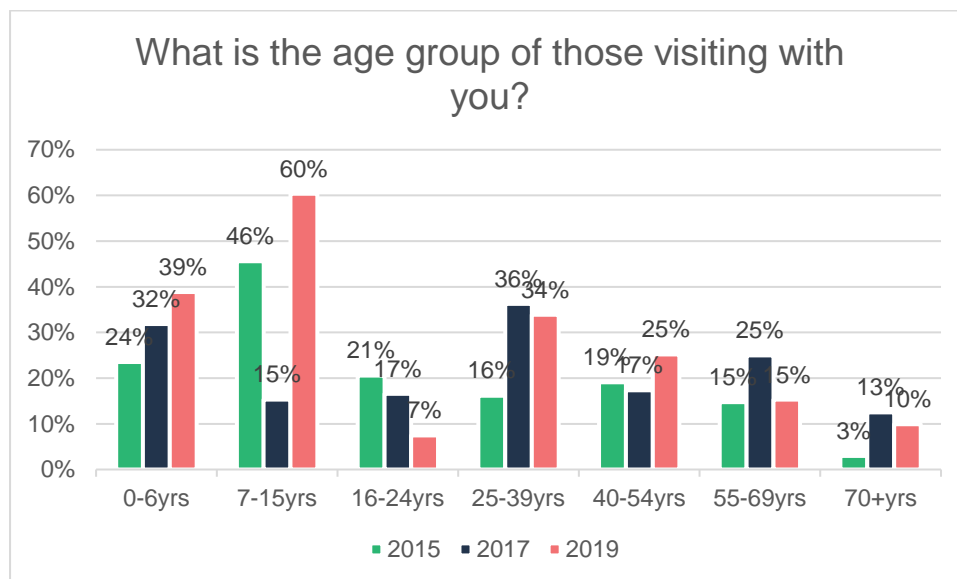
Visiting the Museum with 3-5 people was the most popular group size in 2019 (48%), this is in line with the 2015 results.

Figure 3: Group size



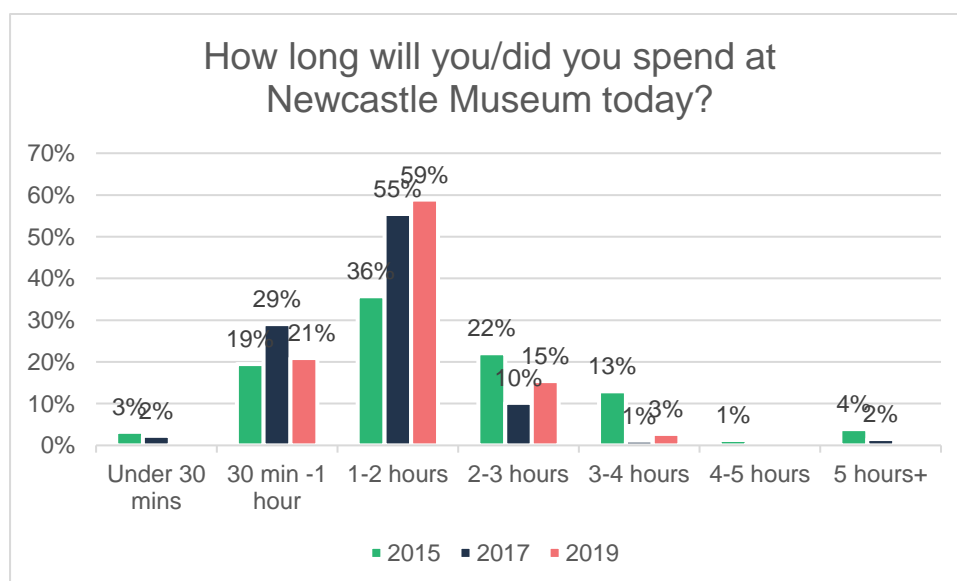
Most visitors continue to visit with children under 15 years. This has increased since 2017. There has been a slight change to the ages of those completing the survey when compared with previous years. There has also been a growth in the 25-39 year age groups (34% up by 22% in 2019) this resulted in a decline in the 55-69 and 70+ age groups (see figure 4 for further information).

Figure 4: Visitor age group



1-2 hours remains the most popular length of stay among visitors (59% in 2019, compared to 55% in 2017 and 36% in 2015) and the proportion of those spending 30min – 1 hour at the Museum has declined by eight per cent since 2017.

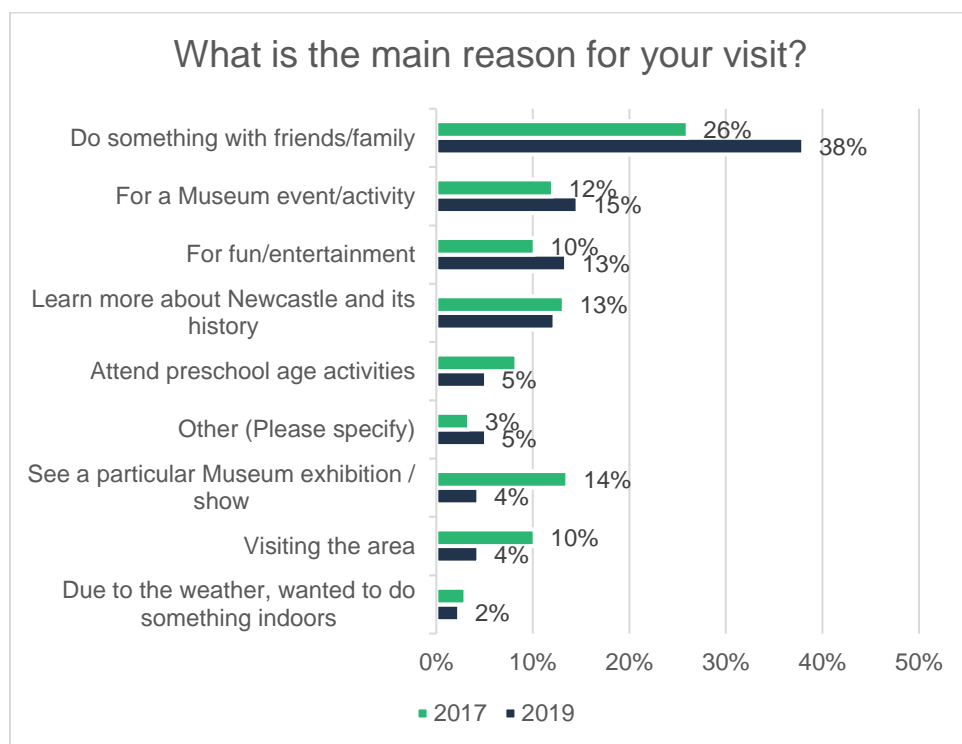
Figure 5: Time spent at Museum



To determine motivations for visiting the Museum, respondents were asked to select answers from a single choice listing. This list included the option of 'other' to allow participants to elaborate.

While the Museum attracts visitors for a number of reasons, doing something with family and/or friends was the key reason for the visit (38% increase of 12% from 2017). The second most popular reason for the most recent visit was for a Museum event/activity (15%), followed by for fun/entertainment (13%).

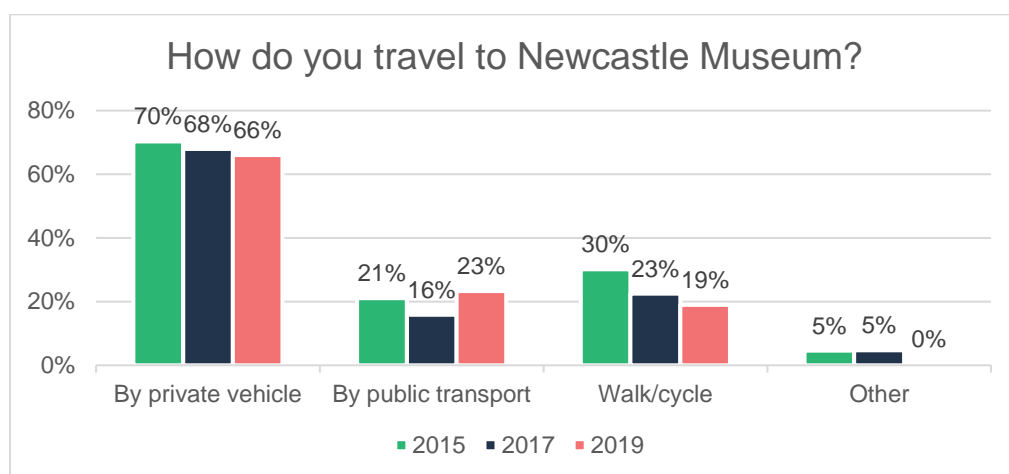
Figure 6: Reason for visit



Note: The reasons for visit question have been altered in 2017 to single choice. In the past it has been multiple choice therefore the data cannot be compared with 2015 results.

Most respondents (66%) continued to travel to the Museum by private vehicle. Public transport was the next most popular mode of transport for getting to the Museum with 23 per cent nominating this option (increase of 7% since 2017).

Figure 7: Travel to Museum

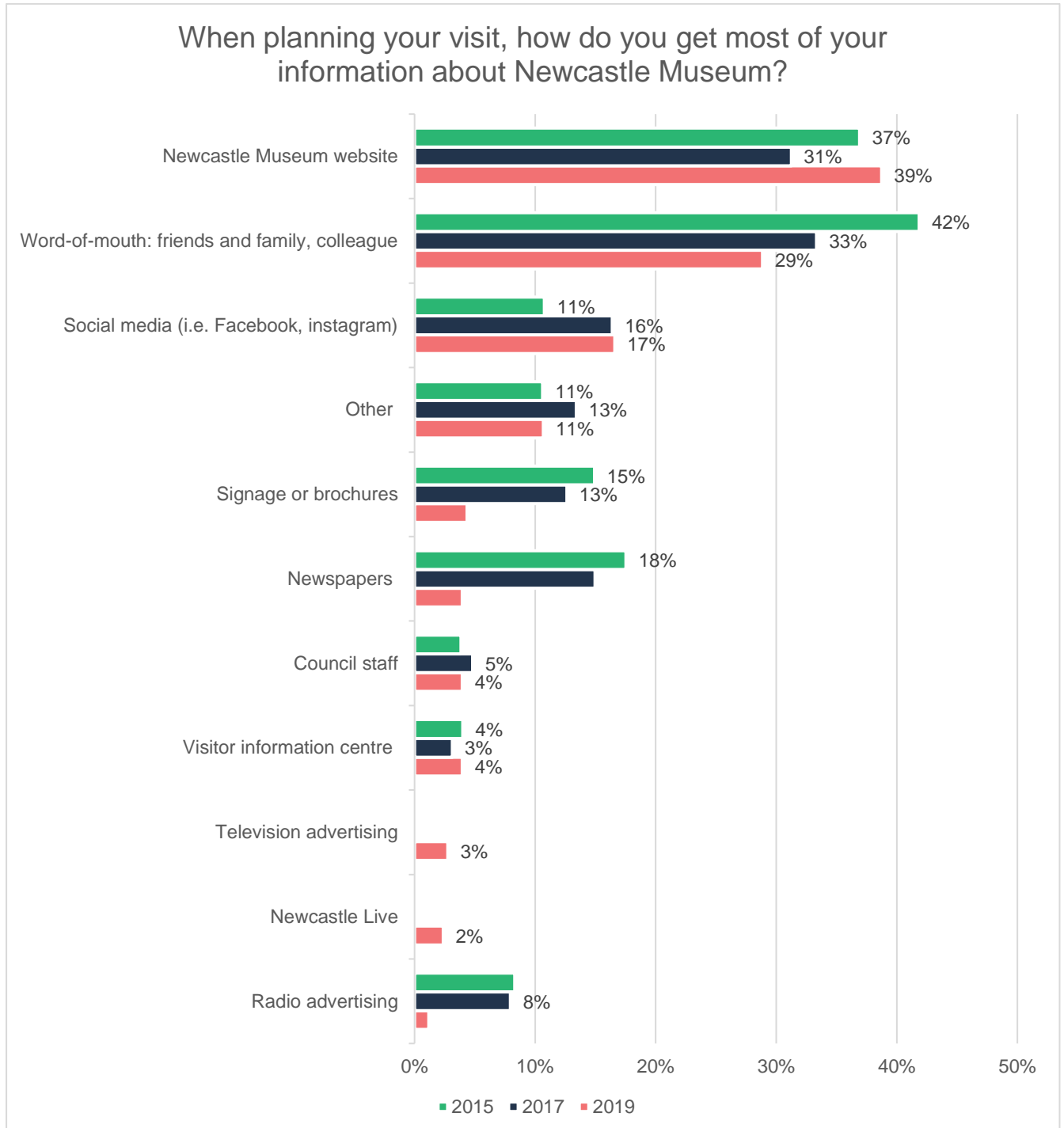


Note: Multiple responses permitted. Categories changed slightly in 2017.

3.2 Planning the visit

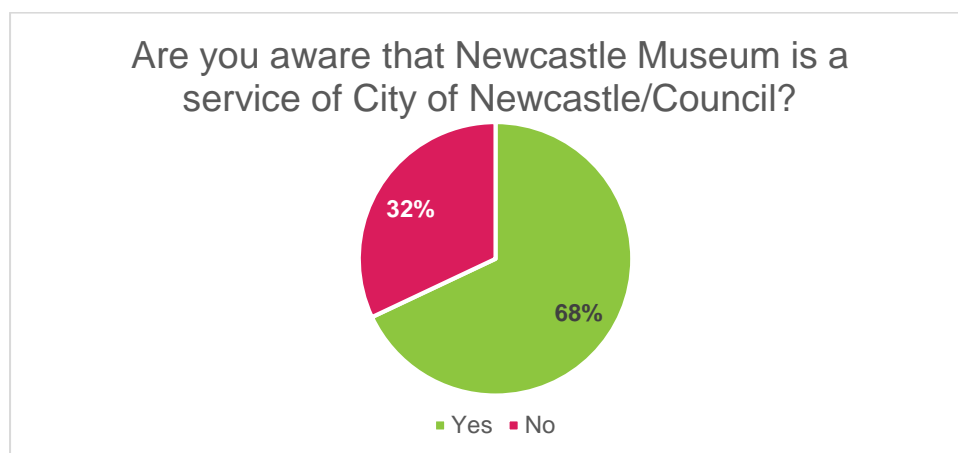
In 2019 the Newcastle Museum website was the most popular way to find out information about the Museum (39%), followed by word of mouth (29%) and social media (17%).

Figure 8: Information source



A new question was added to the survey in 2019, as we were interested to find out if visitors were aware that the Museum was a City of Newcastle facility. A total of 68 per cent of participants indicated that they were aware.

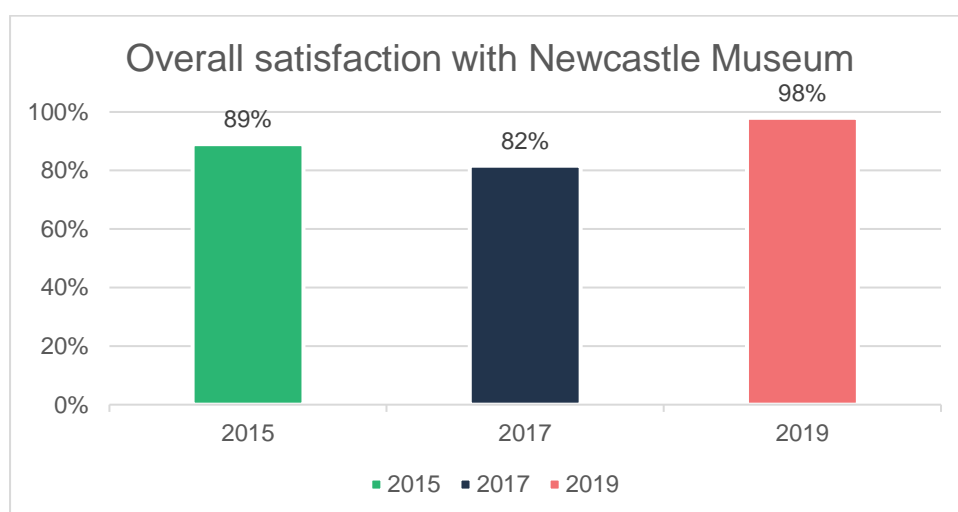
Figure 9: Awareness of Council owned facility



3.3 Visitor experience

Overall satisfaction increased 16 per cent from 2017, with 98 per cent of visitors being satisfied with the Museum.

Figure 10: Overall Satisfaction



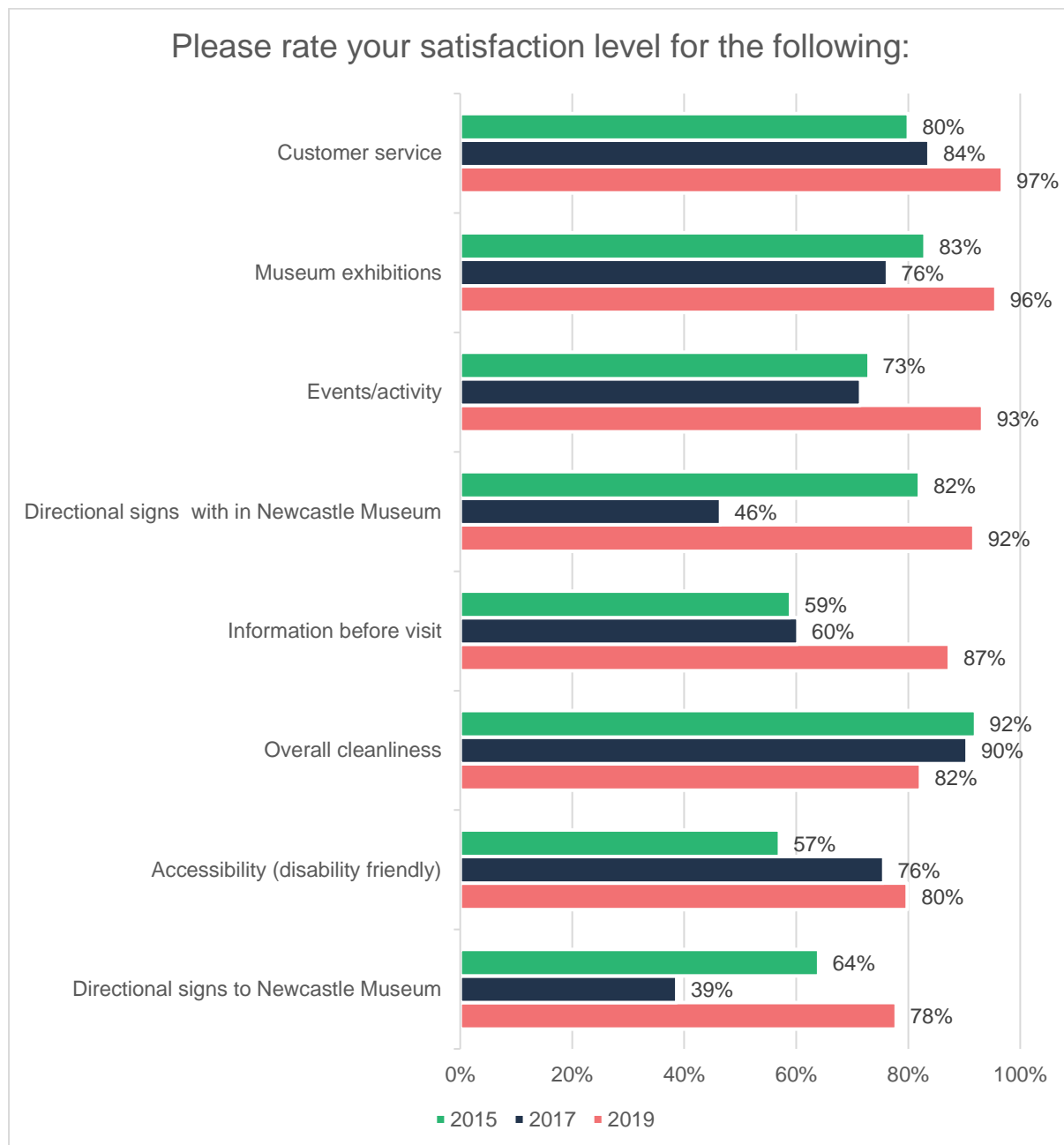
To investigate satisfaction with factors contributing to the overall Museum experience, respondents were asked to rate their level of satisfaction with nine factors. A five-point satisfaction scale was used for overall satisfaction (with an option of don't know). The figure below shows the results from the participants who identified that they were extremely or somewhat satisfied.

The top three most satisfied areas were customer service (97%) followed very closely by Museum exhibitions (96%) and events/activity (93%).

In 2015 accessibility had the lowest levels of satisfaction, however 2017 and 2019 have seen an increase in satisfaction (80% 2019).

Directional signs within the Museum has a significant satisfaction increase from 46 per cent in 2017 to 92 per cent in 2019.

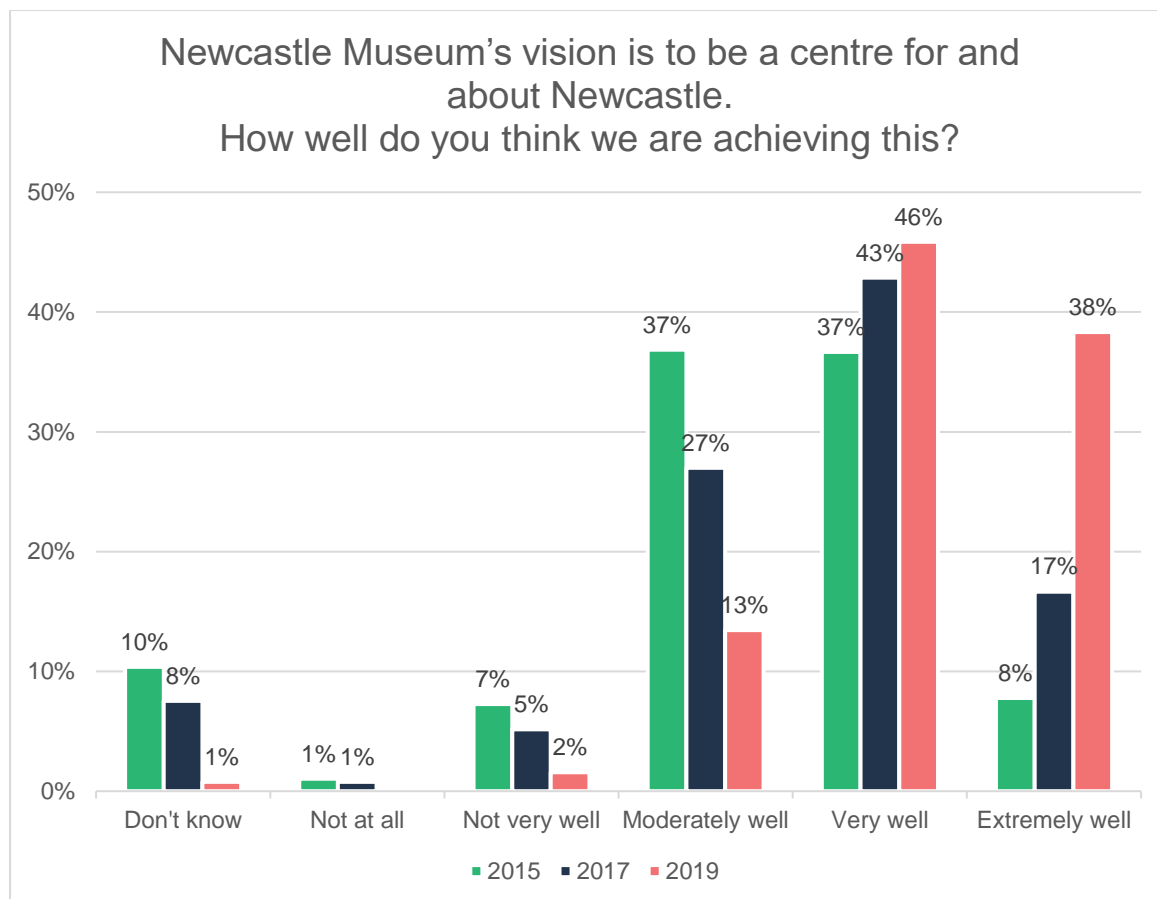
Figure 11: Level of satisfaction with various areas



Newcastle Museum’s vision is to be a centre for and about Newcastle. Respondents were asked to rate how well they believe this vision is being achieved using a five-point scale.

The level of achieving Newcastle Museum's vision has continued to improve since 2015, with 84 per cent selecting that the vision is being achieved very well or extremely well.

Figure 12: Museum's Vision



3.4 Newcastle Museum Likes

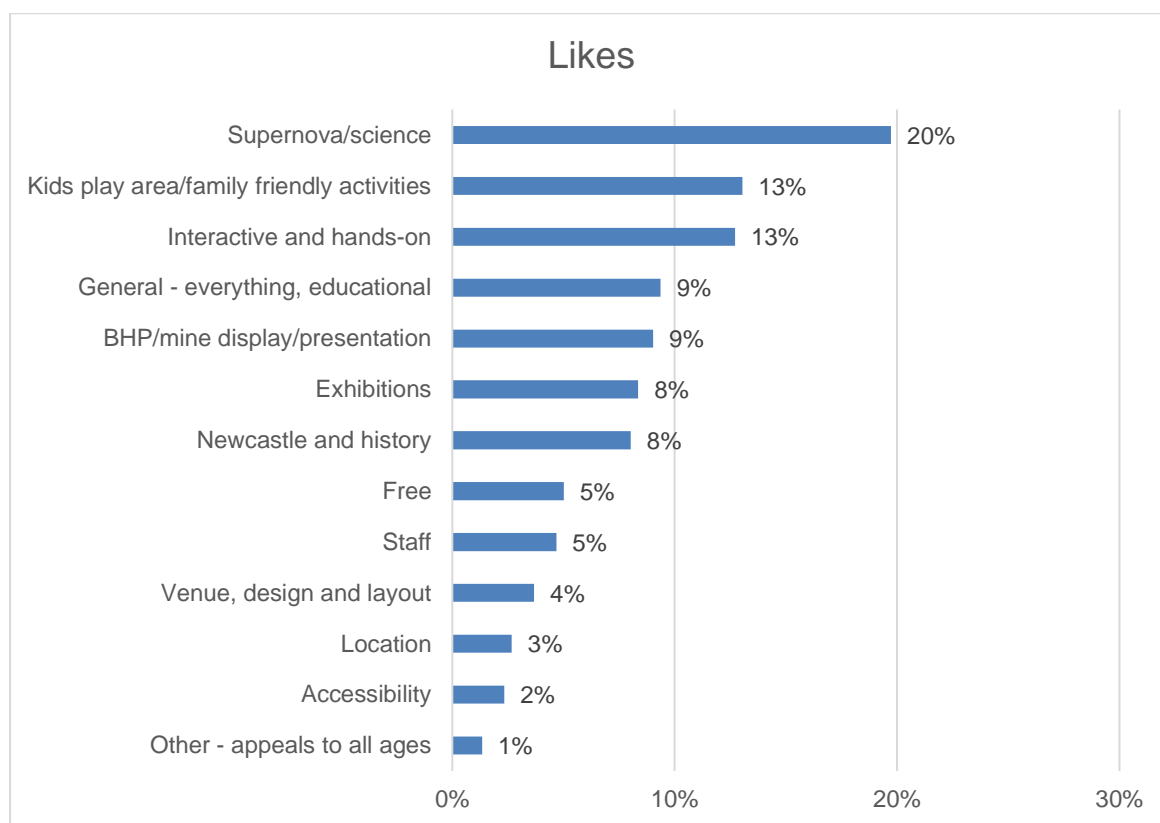
There were 253 participants that chose to share what they like about Newcastle Museum. The top three most commented on themes were the Supernova Science Centre, children and family friendly and the interactive elements of exhibits.

The most common theme surrounded the **Supernova Science Centre** (20%), with many commenting on the fun hands-on activities and the science shows, particularly the fact that children are welcome.

The Museum offering **children and family friendly** facilities (13%) and having lots activities for children, with easy access, is important to families and offers parents a destination that the whole family can enjoy.

The **Interactive and hands-on activities** (13%) was also liked by participants, offering fun, educational elements to be enjoyed by everyone.

Figure 13: Verbatim Likes



Likes - comments

Location and reuse of buildings. Focus on Newcastle and industry.

Free entry, welcoming & helpful staff, lovely objects, good labels, covers social and industrial history of Newcastle well

I like that the activities were very interactive and fun.

It's awesome and educational for all ages.

Free admission. Professional appearance.

The bundy cards written by ex BHP workers was a nice touch. Enjoyed reading them and gaining some insight.

Native plant exhibit and fishing tree, old buildings, lots of good history.

The location is in prime place not that far out from town.

All exhibits, presentation, free access, catering to all ages.

Likes - comments

Exhibitions. History of Newcastle. Science shows.

Enthusiasm of science teacher today. Great idea to integrate science with another exhibition.

Location. Easy flat access. Helpful staff.

Open fresh and new. Centrally located with easy access.

I like the reminder of Newcastle's past.

I really enjoyed the science section and that the kids are very welcome.

Non screen-based kids activities, it's so hard to entertain them and keep them off screens. I love that the museum keeps them off screens!

Fascinating, fun (and free) things to do. Easy to get from the tram station

Set in an old building gives it a real 'flavour' and I also really liked how indigenous history has been included.

Very informative about the history of Newcastle.

I like the exhibits and the different events held here. My kids love supernova. Free entry!

It's lighting, set out and content are impressive, it's easy to see everything, which really makes a difference.

The kids love it and ask to come back! There's always an interesting new exhibit each time we come.

Diversity, educational.

Easy access especially for kids.

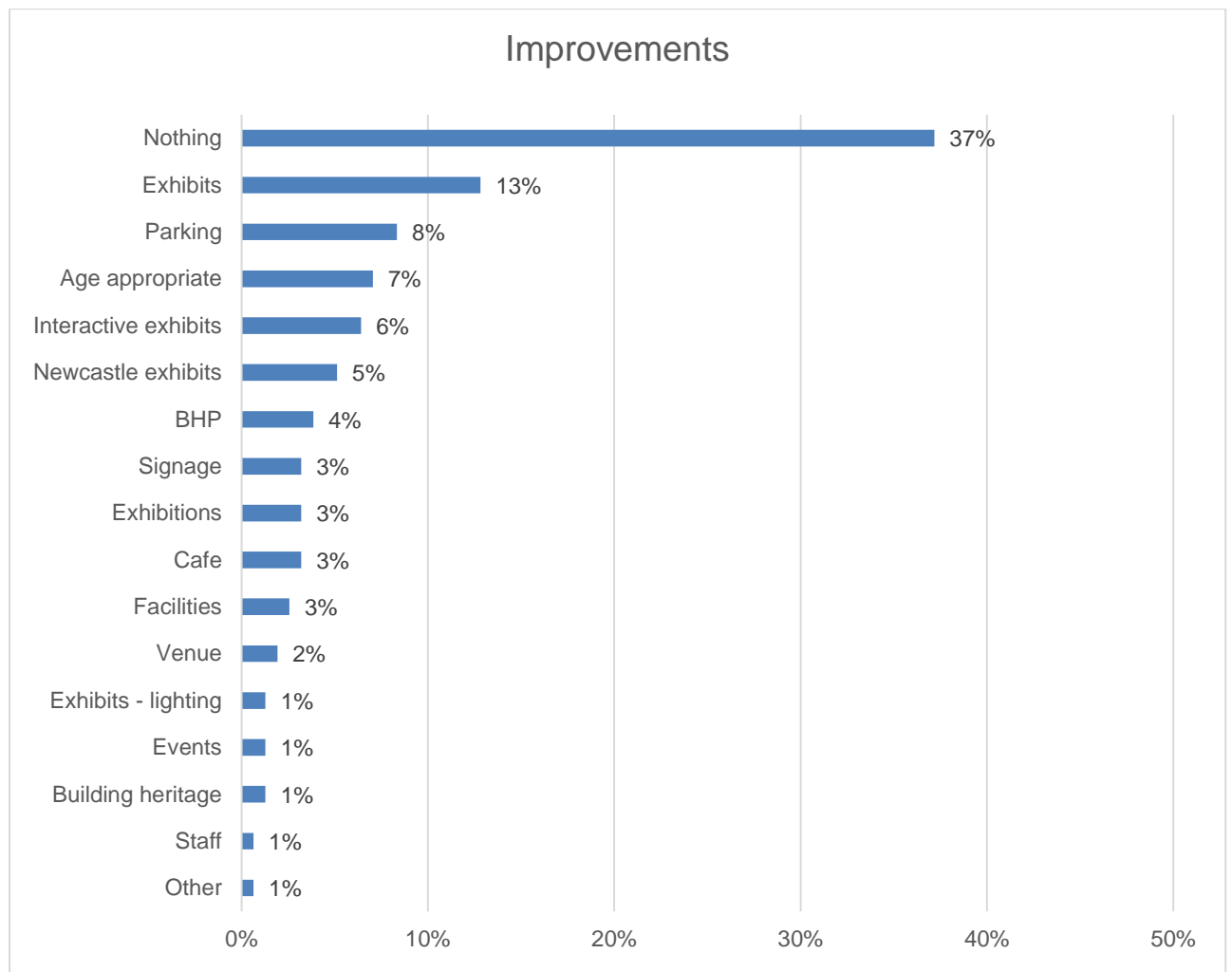
3.5 Newcastle Museum suggested improvements

The highest rating response for improvement suggestions was “nothing” (36%).

Suggested improvements were made for the following areas:

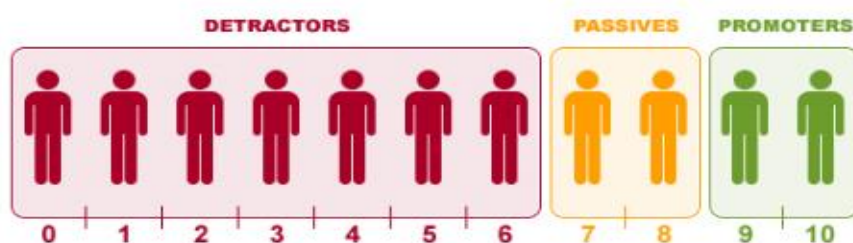
- **Exhibits** (13%) refers to the static exhibits. Suggested improvements were:
 - more Aboriginal content
 - more exhibits about the local environment, flora and fauna
 - more about the Hunter Valley area
 - subtitles on audio-visual displays
 - change displays and activities from time to time, add something new
 - update and rotate science displays
 - fire and Earth hands-on activity not working.
- **Parking** (8%) commented that parking was “terrible”, “a bit of a nightmare”, expensive, and not long enough, however, there were no specific mentions of disabled parking or drop-off points as detailed in previous surveys.
- **Age appropriate** (7%) included suggestions for:
 - more activities for kids aged between 0-6 years and 7-15 years
 - pre-school activities across more exhibits, with a comment that some interactive pods are too difficult for younger audiences
 - more scientific games, hands-on activities and activity sheets for children
 - more school holiday activities
 - more things for teens.
- **Interactive exhibits** (science area) (6%) improvement suggestions included:
 - the exhibits in working order
 - more interaction in the history part
 - more interactive shows
 - a train that kids can play on.
- **Newcastle exhibits** (5%) mainly consisted of requests for more about the earthquake, including “bring back the simulator”. Other suggestions were:
 - more workshops about Newcastle history
 - more old photographs of what Newcastle people and city looked like
 - Newcastle exhibits are too static and need to be refreshed more often.
- **Signage** required for the large 1912 Newcastle photo and wall of faces (3%).
- **Café** (3%) improvements included more food options and open longer hours.
- A few requests for hand sanitiser.

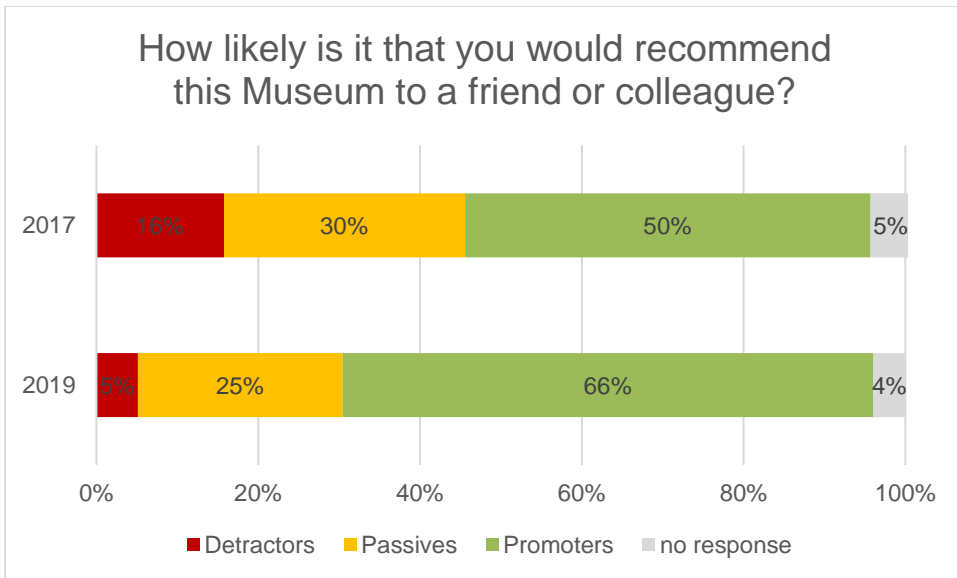
Figure 14: Suggestions for improvements that could be made to Newcastle Museum or leave any additional comments



In the 2017 survey a Net Promoter Score (NPS) question was implemented. This question identifies if participants are a detractor, passive or a promoter for the Museum. The Museum scored +61, with 66 per cent of participants being classed as a promoter. See appendix for description of how the Net Promoter Score is calculated.

Figure 15: Recommend Museum

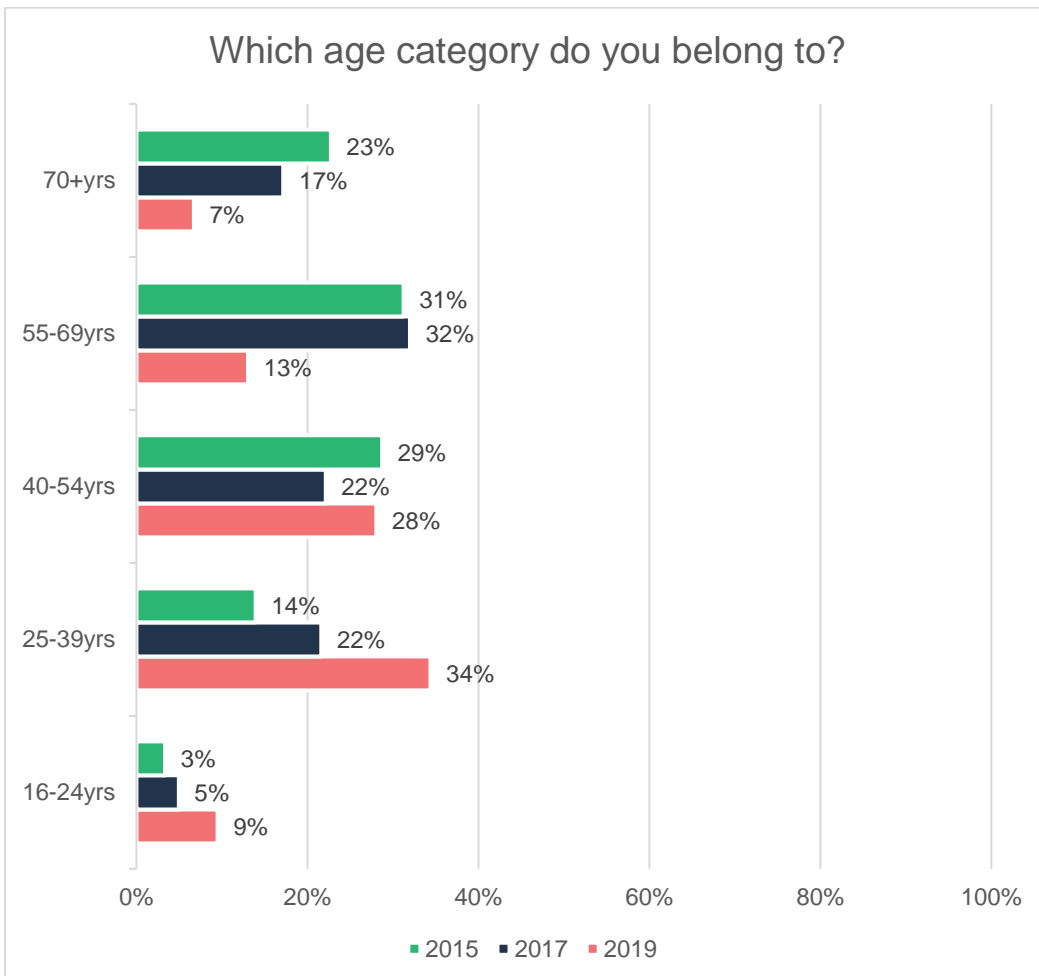




3.6 Demographics

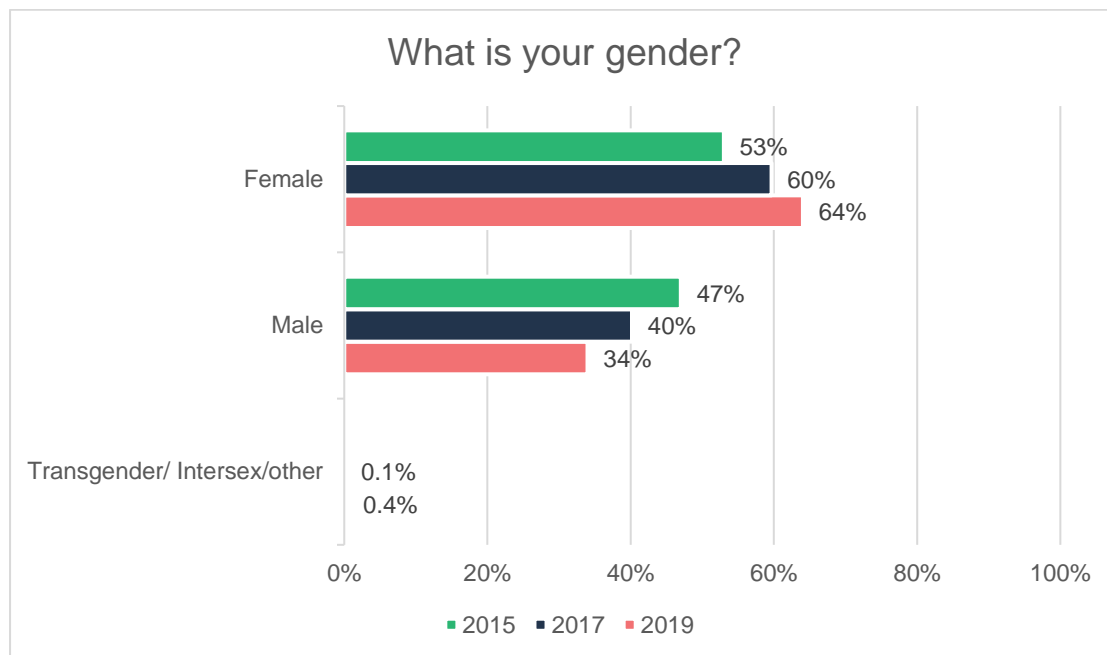
The most common age group to complete the survey overall was 25-39 (34%) followed by 40-54 (28%).

Figure 16: Age



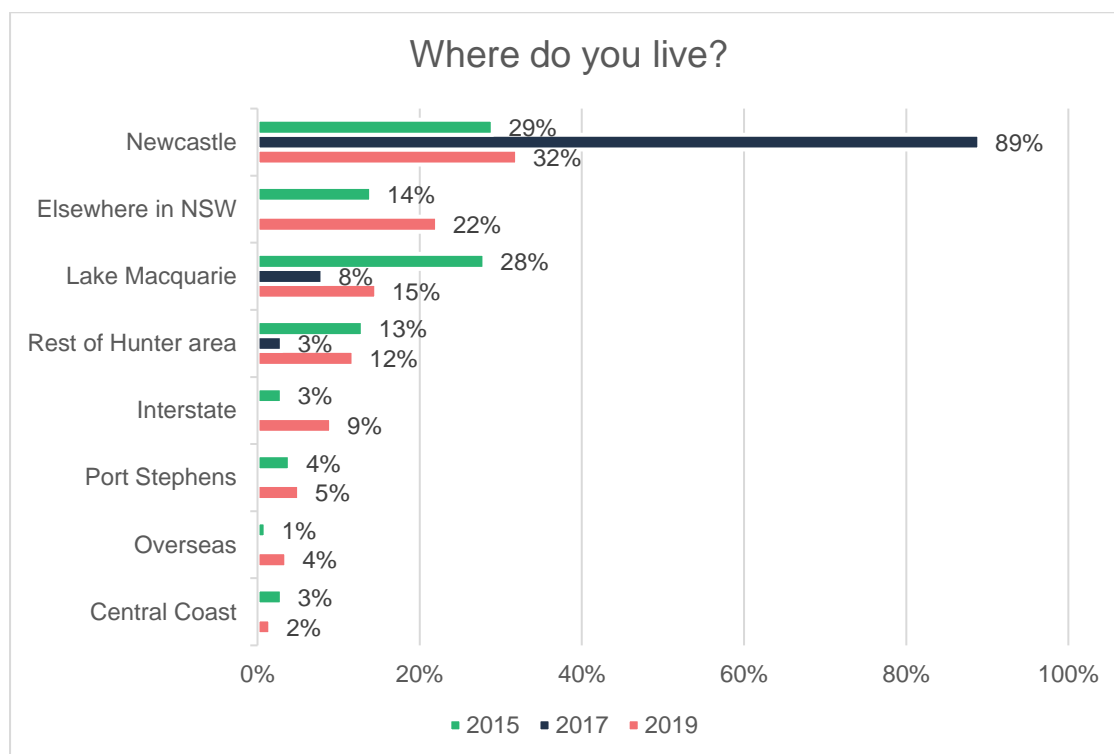
Overall, more females (64%) participated in the survey than males (34%). In 2017, the gender group transgender/intersex/other category was introduced.

Figure 17: Gender



Most participants indicated that they live in Newcastle (32%); however, this differs quite drastically when compared with previous years. Those that identified that they live elsewhere included elsewhere in NSW (22%), and Lake Macquarie (15%).

Figure 18: Residence



Note that the results above are for visitors to the Museum only.

4 Appendix

4.1 Net promoter score

The **Net Promoter Score** (NPS) is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. It is used as a proxy for gauging the customer's overall satisfaction with a company's product or service and the customer's loyalty to the brand.

NPS is calculated by asking customers one question: *How likely would you be to recommend xxx?* The question is answered by using a scale of 0 to 10 as shown:

0 - not likely at all	1	2	3	4	5 - neutral	6	7	8	9	10 - extremely likely	- Don't know
											<input type="checkbox"/>

A score of 0-6 is seen as a “Detractor”, 7-8 as a “Passive” and 9-10 as a “Promoter”:

The NPS is then calculated by subtracting the proportion of Detractors from the proportion of Promoters.



A NPS can range from -100 to +100.

4.2 Survey questionnaire

Newcastle Museum Visitor Survey



Q1. Is this your first visit to Newcastle Museum? <i>Please select one response only.</i>	
<input type="radio"/> Yes	Ask if they are able to answer questions < if no see at end of visit > < if they can - go to Q2 >
<input type="radio"/> No	
Go to Q1a	
Q1a. How many people visit Newcastle Museum with you? <i>Please select one response only.</i>	
<input type="radio"/> I visit the museum alone	Go to Q2
<input type="radio"/> 1-2	Go to Q1b
<input type="radio"/> 3-5	Go to Q1b
<input type="radio"/> 6+	Go to Q1b
Q1b. What is the age group of those visiting with you? <i>Please select all that apply.</i>	
<input type="checkbox"/> 0- 6 yrs	
<input type="checkbox"/> 7-15 yrs	
<input type="checkbox"/> 16-24 yrs	
<input type="checkbox"/> 25-39 yrs	
<input type="checkbox"/> 40-54 yrs	
<input type="checkbox"/> 55-69 yrs	
<input type="checkbox"/> 70+ yrs	
Go to Q2	
Q2. How long will you /did you spend at Newcastle Museum today? <i>Please select one response only.</i>	
<input type="radio"/> Under 30 mins	
<input type="radio"/> 30 min -1 hour	
<input type="radio"/> 1-2 hours	
<input type="radio"/> 2-3 hours	
<input type="radio"/> 3-4 hours	
<input type="radio"/> 4-5 hours	
<input type="radio"/> 5 hours+	
<input type="radio"/> Other _____	
<input type="radio"/> Not sure / Don't know	
Go to Q3	

Q3. What is the main reason for your visit?
Please select one response only.

Attend preschool age activities

Do something with friends/family

Due to the weather, wanted to do something indoors

For a Museum event/activity

For fun/entertainment

Learn more about Newcastle and its history

See a particular Museum exhibition / show

Visiting the area

Other (Please specify) _____

Go to Q4

**Q4. Newcastle Museum's vision is to be a centre for and about Newcastle.
 How well do you think we are achieving this?**
Please select one response only.

1	2	3	4	5
Not at all	Not very well	Moderately well	Very well	Extremely well
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Don't know

Q5. Please rate your satisfaction level for the following:
Please select one response for each.

	Extremely dissatisfied	Somewhat dissatisfied	Neither	Somewhat satisfied	Extremely satisfied	Don't know/NA
Accessibility (disability friendly)	1	2	3	4	5	<input type="radio"/>
Customer service	1	2	3	4	5	<input type="radio"/>
Events/activity	1	2	3	4	5	<input type="radio"/>
Museum exhibitions	1	2	3	4	5	<input type="radio"/>
Overall cleanliness	1	2	3	4	5	<input type="radio"/>
Information before visit	1	2	3	4	5	<input type="radio"/>
Directional signs with in Newcastle Museum	1	2	3	4	5	<input type="radio"/>
Directional signs to Newcastle Museum	1	2	3	4	5	<input type="radio"/>

Q6. Please select your level of overall satisfaction with Newcastle Museum:					
	Extremely dissatisfied	Somewhat dissatisfied	Neither	Somewhat satisfied	Extremely satisfied
Overall satisfaction	1	2	3	4	5

Don't know

Q7. How do you travel to Newcastle Museum? <i>Please select all that apply.</i>
<input type="checkbox"/> By private vehicle
<input type="checkbox"/> Walk/cycle
<input type="checkbox"/> By public transport
<input type="checkbox"/> Other

Q8. When planning your visit, how do you get most of your information about Newcastle Museum? <i>Please select one response only.</i>
<input type="radio"/> Council staff
<input type="radio"/> Newspapers
<input type="radio"/> Newcastle Live
<input type="radio"/> Television advertising
<input type="radio"/> Newcastle Museum website
<input type="radio"/> Signage or brochures
<input type="radio"/> Radio advertising
<input type="radio"/> Social media (i.e. Facebook, instagram)
<input type="radio"/> Visitor information centre
<input type="radio"/> Word-of-mouth: friends and family, colleague
<input type="radio"/> Other (Please specify) _____

Q9. How likely is it that you would recommend this Museum to a friend or colleague? <i>Please select one response only.</i>										
0 - not likely at all	1	2	3	4	5 - neutral	6	7	8	9	10 - extremely likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Don't know

<p>Q10. Are you aware that Newcastle Museum is a service of City or Newcastle/ Council? <i>Please select one response only.</i></p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No</p>
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Q11. What do you particularly like about Newcastle Museum?
Please be as specific as possible.

Q12. Please suggest any improvements that could be made to Newcastle Museum or leave any additional comments.
Please be as specific as possible.

About you:

<p>Q13. Which age category do you belong to? <i>Please select one response only</i></p> <p><input type="radio"/> 16-24yrs</p> <p><input type="radio"/> 25-39yrs</p> <p><input type="radio"/> 40-54yrs</p> <p><input type="radio"/> 55-59yrs</p> <p><input type="radio"/> 60-69yrs</p> <p><input type="radio"/> 70+yrs</p> <p><input type="radio"/> Prefer not to disclose</p>

<p>Q14. What is your gender? <i>Please select one response only</i></p> <p><input type="radio"/> Male</p> <p><input type="radio"/> Female</p> <p><input type="radio"/> Transgender/ Intersex/other</p> <p><input type="radio"/> Prefer not to disclose</p>
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<p>Q15. Where do you live? <i>Please select one response only</i></p>		
<input type="radio"/> Newcastle	Go to Q15a	<input type="radio"/> Central Coast
<input type="radio"/> Lake Macquarie		<input type="radio"/> Elsewhere in NSW
<input type="radio"/> Port Stephens		<input type="radio"/> Interstate
<input type="radio"/> Rest of Hunter area		<input type="radio"/> Overseas

Q15a. What suburb do you live in? _____

Thank you for taking the time to complete this survey.
Your participation is greatly appreciated.