

**Consultative Committee on the
Core Arts and Cultural Facilities of the
West Kowloon Cultural District**

Museums Advisory Group

**Visitors' Survey on Major Museums
under Leisure and Cultural Services Department**

Purpose

This paper provides information on the findings of the visitors' survey on seven major museums of the Leisure and Cultural Services Department (LCSD) conducted in November 2004.

Advice Sought

2. Members are invited to note the content of the survey.

Background

3. In November 2004, LCSD appointed Mercado Solutions Associates Ltd. (MSA) to conduct a survey on frequent visitors of

seven museums¹ and infrequent visitors. The objective of the survey was to collect information to facilitate LCSD to further improve its museum services to meet the expectation of the public in the future and to devise suitable marketing and promotional strategies.

Methodology

4. Fieldwork for the Survey was conducted in November 2004. For the museum visitors, an “exit-interview” approach was adopted and target respondents were randomly selected at the respective museums for face-to-face interviews. As for infrequent visitors, target respondents were those who had not visited any of the seven museums in the past four years and they were enquired by the telephone interviewing method. In total, 5 021 individuals were successfully interviewed at the seven museums (some 720 cases for each museum) and 1 004 infrequent visitors were successfully interviewed out of 3 300 persons contacted using the telephone interviewing method.

Survey Findings

5. Salient points of the survey are highlighted below for members’ easy reference. A copy of the executive summary of the survey is given at **Annex A**.

¹ The seven museums covered in the Survey are Hong Kong Museum of Art, Hong Kong Museum of History, Hong Kong Science Museum, Hong Kong Space Museum, Hong Kong Heritage Museum, Hong Kong Museum of Coastal Defence and Flagstaff House Museum of Teaware (also known as Museum of Teaware).

(a) Museum Visitors

Frequent Visitors

Characteristics of the Visits

- Except for the Science Museum, more than half of the visitors to all other museums were their first time visit to the museums. Moreover, except for the Museum of Coastal Defence and the Museum of Teaware, more than one-tenth of the visitors claimed that they had visited the respective museum for 5 times or more in the past 4 years.
- It was observed that visitors mostly knew about the museums by “just passing by”, “word of mouth” and “school”; and to a less extent by means of “newspaper / magazine”, “poster / banner / outdoor billboard” and “travel guidebook / map”.
- For the Museum of Art, the Heritage Museum, the Museum of History and the Space Museum, many of the visitors claimed that they visited the museums because they were especially interested in the specific theme of the museum. On the other hand, for the Museum of Coastal Defence and the Science Museum, the visits were made mainly due to “accompanying friends / relatives” whereas for the Museum of Teaware, mainly due to “just passing by”.
- Except for the Space Museum and the Museum of Teaware,

museum visitors usually stayed for more than one hour on average, with visitors of the Science Museum stayed for the longest time of 115.8 minutes on average. As for the Space Museum and the Museum of Teaware, the average length of stay was 56.5 minutes and 33.8 minutes respectively.

- About one-tenth of the visitors (11.2%) of the Science Museum claimed that they had participated in its education and public programmes while the participation rate for other museums was only about 2% - 6%.

Views on museum facilities and services

- Most of the visitors (more than 75%) were very / quite satisfied with the exhibitions of the museums while very few (less than 3%) of the visitors were very / quite dissatisfied.
- Most of the visitors (more than 75%) considered the facilities of the museums satisfying (very / quite satisfied) while about 1% of visitors were very / quite dissatisfied.
- The overall satisfaction of the museum visitors with the respective museums was high, ranging from 73.9% to 96.2%.
- Most of the visitors (more than 85%) claimed that they would visit the museum again.

Infrequent Visitors

Factors affecting their decision to visit museums

- Using the Museum of Art as an example, the main reason for not visiting the museum in the past 4 years was “no time / too busy” (51.4%), followed by “have no interest in this museum” (19.8%) and “have no interest in any museums at all” (14.1%). The reasons quoted for other museums fall within similar percentages.
- More than one-tenth of the infrequent visitors considered the following factors definitely affecting their decision : “transportation” (15.1%), “promotion” (14.5%), “admission fee” (12.5%), “theme of the exhibition” (11.6%) and “interest value of exhibits” (11.6%).
- The types of exhibitions or exhibits that would attract infrequent visitors, in order of priority, were “history” (15.3%), followed by “science / technology” (10.4%), “antiques” (9.1%) and “astronomy / space” (8.6%).

Awareness of museum activities

- About half of the infrequent visitors (50.5%) considered the publicity of the museums very / quite inadequate, only 15.6% considered the opposite and 16.2% considered average.

- Some 22% of the infrequent visitors were aware of the free admission to the museums under the management of LCSD on Wednesdays.
- Only 5.6% of the infrequent visitors were aware of the weekly, half-yearly and yearly passes of the museums whereas the majority of the infrequent visitors were not aware of any of the passes.
- 77.4% of the infrequent visitors considered TV as the most effective promotion channel.

(b) Tourist Visitors

6. In the survey, it was also noted that among the 5 021 visitors interviewed, 1 077 (21.4%) were visitors coming from either overseas or Mainland China. A chart showing the tourist visitors profile at **Annex B**.

Way Forward

7. LCSD has been implementing various measures to enhance the attractiveness to museum visitors. On one hand, more blockbuster exhibitions have been planned to increase the promotional effect of “word of mouth”. Examples include the important modern art exhibition from the Pompidou Centre in the Museum of Art to be held from 30 September 2006 to 3 December

2006 and a series of large-scale exhibitions to celebrate the 10th anniversary of the establishment of Hong Kong Special Administrative Region Government in 2007. On the other hand, exhibitions with popular appeal will be presented, such as the Heritage Museum's series on popular leisure pursuits and the Museum of History's exhibition on Football. More publicity has been initiated including advertisements in travel magazines; tourist maps and travel guides to attract tourists, especially from major cities in the Mainland. In view of the comparatively lower visitors' satisfaction rate for the Space Museum, plans are in hand to replace its planetarium projector and seating in the Space Theatre as well as the renewal of exhibits in the exhibition gallery. A more long-term plan is being formulated to construct an annex building to serve the Science and History Museums in order to increase exhibition space and educational facilities to cater for more student participation.

Leisure and Cultural Services Department
June 2006

1 Executive Summary

Background & Objectives

The Leisure and Cultural Services Department (LCSD) had appointed Mercado Solutions Associates Ltd. (MSA) to conduct a survey in November 2004 with the aims of seeking a better understanding of the characteristics of museum visitors and infrequent visitors, as well as the factors that would encourage them to visit the museums.

The survey covered seven major museums viz:

1. Hong Kong Museum of Art;
2. Hong Kong Museum of History;
3. Hong Kong Science Museum;
4. Hong Kong Space Museum;
5. Hong Kong Heritage Museum;
6. Hong Kong Museum of Coastal Defence; and
7. Flagstaff House Museum of Teaware.

Methodology

Two groups of target respondents were covered in the survey, namely

1. The visitors group covered all persons aged 12 or above who visited the seven major museums during the fieldwork period; and
2. The infrequent visitors group covered all persons aged 15 or above who had not visited any of the seven museums in the past 4 years.

For visitors group, an “exit-interview” approach was adopted for which enumerators were stationed at the exit of the museums and randomly selected the target respondents for the interviews. The fieldwork period was spread out over the week from Monday to Sunday (except the closing day of the museums) so as to ensure a wide coverage of different visitors.

In total, 5 021 individuals were successfully enumerated during the fieldwork period from 1st November to 14th November 2004. The enumeration results for each museum are as follows:

	Total Contacts	Unsuccessful Cases	Successful Cases	Response Rate (%)	Fieldwork period
Museum of Art	734	16	718	98	1 – 13 Nov
Museum of Coastal Defence	724	8	716	99	1 – 14 Nov
Heritage Museum	771	54	717	93	1 – 13 Nov
Museum of History	738	21	717	97	1 – 7 Nov
Science Museum	735	17	718	98	1 – 14 Nov
Space Museum	735	16	719	98	1 – 7 Nov
Museum of Teaware	735	19	716	97	1 – 14 Nov
Total	5 172	151	5 021	97	-

As for infrequent visitors group, telephone-interviewing method was adopted for which household telephone numbers were randomly selected from the latest Residential Directories. Within the selected household, a person aged 15 or above was randomly selected for interview by means of the “last birthday” selection process. Once the target respondent was identified, he / she was asked whether had visited any of the 7 museums in the past 4 years. Only those who had not visited were invited to participate in the survey.

A total of 3 300 persons were contacted during the fieldwork period between 1st November and 8th November 2004. Among these persons, 1 824 were found to be ineligible for the interview (i.e. ever visited any of the 7 museums in the past 4 years) and 1 004 were successfully enumerated using the telephone interviewing method, which constituted an overall response rate of 68.0%.

Major Findings – Visitors Group

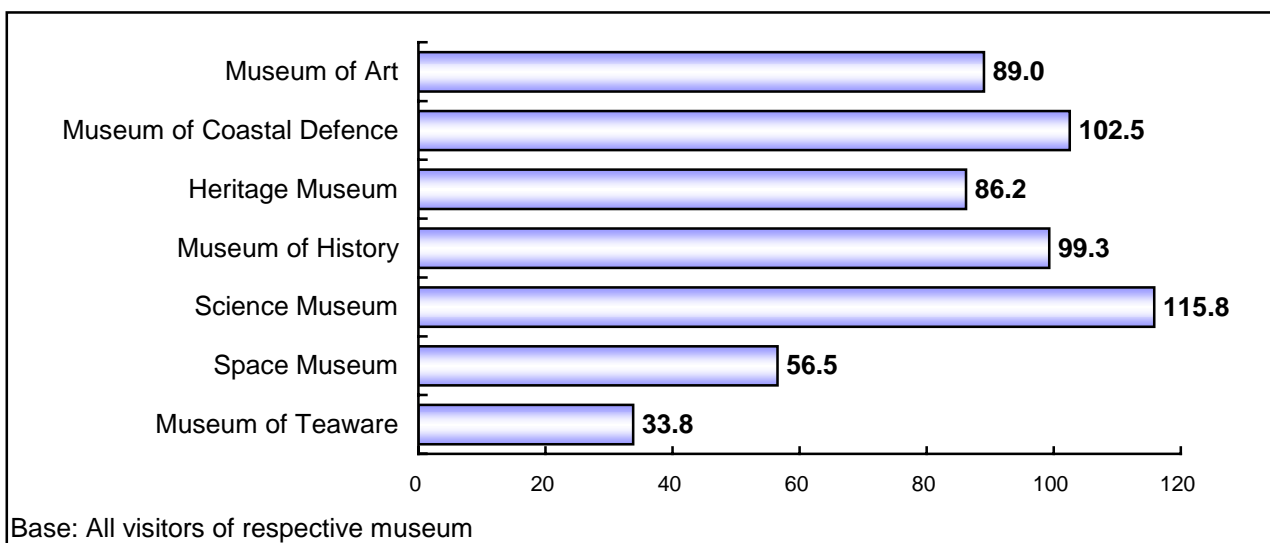
- It was observed that visitors mostly knew about the museums by “just passing by”, “word of mouth” and “school”; and to a less extent by means of “newspaper / magazine”, “poster / banner / outdoor billboard” and “travel guidebook / map”.

Top 3 major channels of knowing about the museums

Museum of Art (%)	Museum of Coastal Defence (%)	Heritage Museum (%)	Museum of History (%)	Science Museum (%)	Space Museum (%)	Museum of Teaware (%)
Just passing by (35.2%)	Word of mouth (33.5%)	Just passing by (26.9%)	Word of mouth (24.7%)	School (23.7%)	Just passing by (26.0%)	Just passing by (36.3%)
Word of mouth (15.2%)	Newspaper / Magazine (16.5%)	School (23.8%)	School (22.9%)	Word of mouth (18.0%)	Word of mouth (18.9%)	Travel guidebook / map (14.0%)
School (11.4%)	School (11.5%)	Word of mouth (18.3%)	Just passing by (13.9%)	Newspaper / Magazine (17.8%)	Poster / banner / Outdoor billboard (17.4%)	Word of mouth (12.4%)

- Except for Space Museum and Museum of Teaware, museum visitors usually stayed for more than one hour on average, with visitors of Science Museum stayed the longest time of 115.8 minutes on average. As for Space Museum and Museum of Teaware, the average length of stay was 56.5 minutes and 33.8 minutes respectively.

Average length of stay in museums (in minutes)



- Except for Science Museum, more than half of the visitors to all other museums were their first time visit to the museums. Moreover, except for Museum of Coastal Defence and Museum of Teaware, more than one-tenth of the visitors claimed they had visited the respective museum for 5 times or more in the past 4 years.

Number of times visiting (including the current visit) the Museums in the past 4 years

