Snapshot London: Visual Arts

2010/11 Benchmark Report – Highlights

Background

The Visual Arts benchmarking project began in 2008 with a scoping exercise to establish the amount and nature of audience data being collected and used by London contemporary visual arts organisations, and investigate the most appropriate and cost effective means of supporting these organisations in their ongoing audience research and development activities. Following this report, the findings were put into practice; a framework was produced and a support system provided which enabled a wide range of galleries to collect audience data and contribute to a set of benchmarks.

This report highlights the key findings from the benchmarked results of the first full year of research, covering visits made between April 1st 2010 and March 31st 2011. A full version of this report is available upon request from Audiences London.

Methodology

A face-to-face survey was administered by each of the 21 galleries in the project. At some of the larger galleries, the fieldwork was carried out by external fieldworkers as part of ongoing research. Elsewhere, gallery staff were trained in data collection and interview technique and conducted the survey themselves. All galleries also provided visitor figures for the period, to allow weighting of the overall results by relative number of visitors.

Sample sizes

Sample sizes varied from gallery to gallery, largely due to differences in visitor numbers and resources available to conduct interviews. Galleries were provided with a target sample size in order to produce data with a margin of error of ±5%, and were advised on construction of a representative sample frame. The margin of error varies between benchmarks, due to different sample sizes, populations and percentage responses. The margin of error at the 95% confidence level is given for each benchmark.

Weighting

The overall benchmarks are weighted by gallery size (in terms of number of engagements with the core art offer of the gallery over the benchmarking period). This means these benchmarks are representative of the combined gallery audience across all galleries in the project; therefore, galleries with more visitors have a larger impact on the benchmarks.

Further analysis broke down the findings into another set of benchmarks representing a hypothetical 'average' gallery in each of the following three size groupings:

Grouping	Gallery	
Larger galleries	National Gallery	Tate Modern
More than 1,000,000 visitors per year	National Portrait Gallery	V&A
Yearly average: 3,213,889 visitors	Tate Britain	

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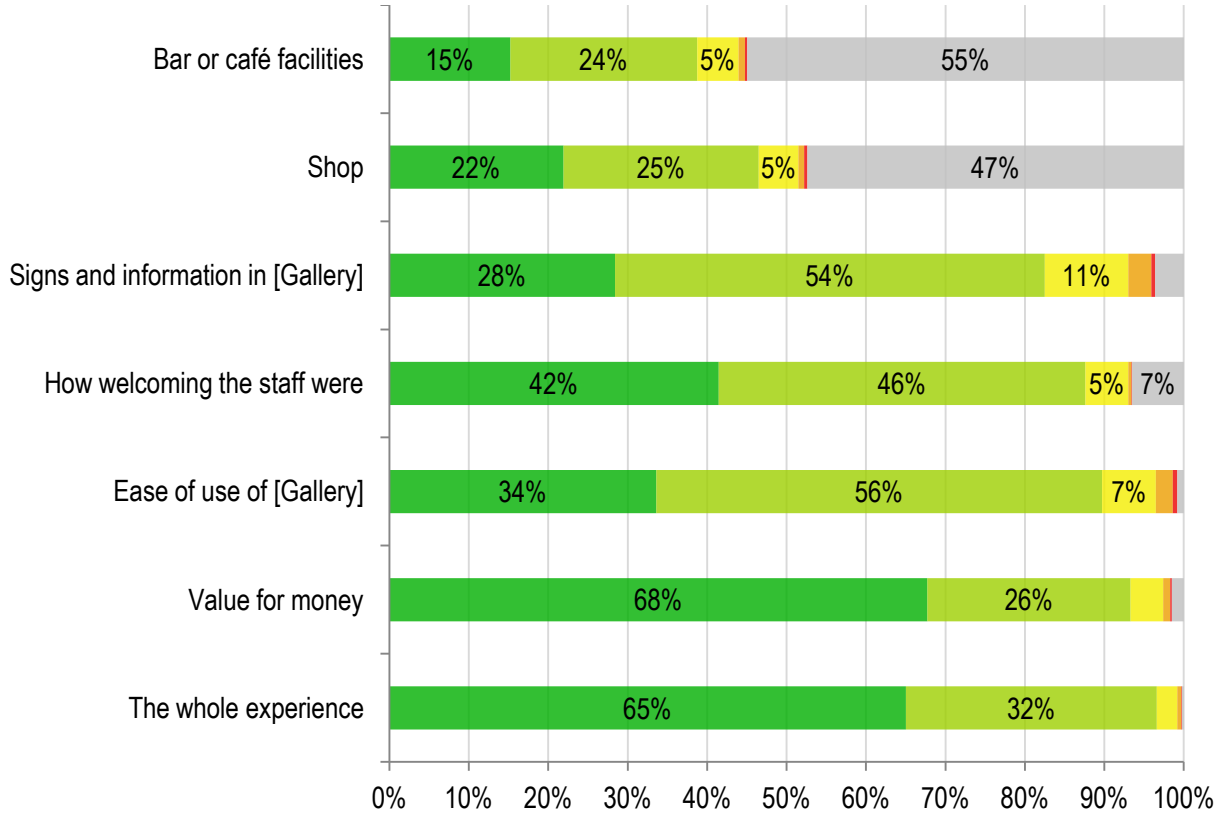
Mid-scale galleries *50,000 - 999,999 visitors per year* *Yearly average: 142,216 visitors*	Barbican Art Gallery Camden Arts Centre Courtauld Gallery Design Museum Hayward Gallery	Photographers' Gallery Rivington Place South London Gallery The Curve Whitechapel Art Gallery
Smaller galleries *Up to 49,999 visitors per year* *Yearly average: 7,098 visitors*	Beaconsfield CGP London Chisenhale Gallery	Gasworks Gallery Matt's Gallery The Showroom

Key Findings
The following illustrate the key findings from the overall benchmarks in this report.

Rating of Visitor Experience



Base: All valid respondents: (from top of chart) 4,173 / 3,763 / 5,124 / 5,189 / 5,135 / 5,973 / 11,499
Margin of error: Bar or cafe facilities and shop, ±2%; All other elements, ±1%

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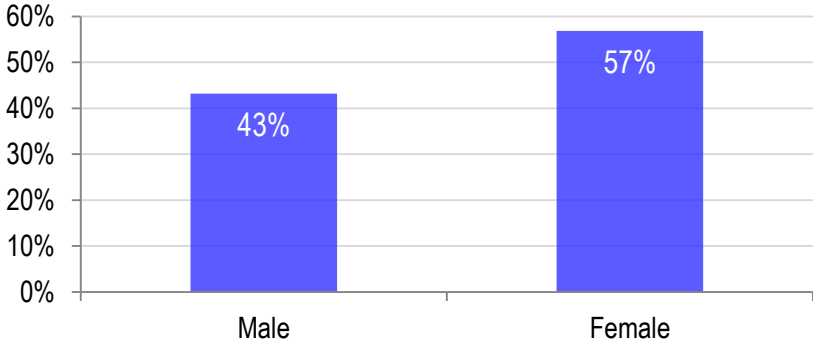
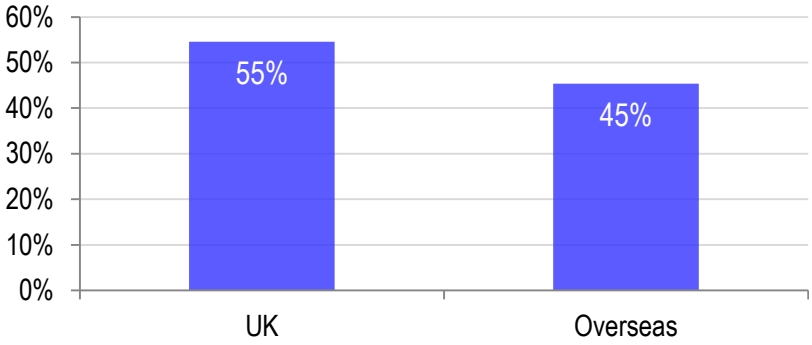
Gender



Base: All respondents: 13,986 Margin of error: ±1%

Place of residence: UK/Overseas



Base: All respondents who provided a valid country of residence: 13,119 Margin of error: ±1%

Country of residence: Non-UK residents (word cloud)

Base: All respondents who provided a valid non-UK country of residence: 5,505
Relative word size indicates proportion of overseas respondents residing in that country

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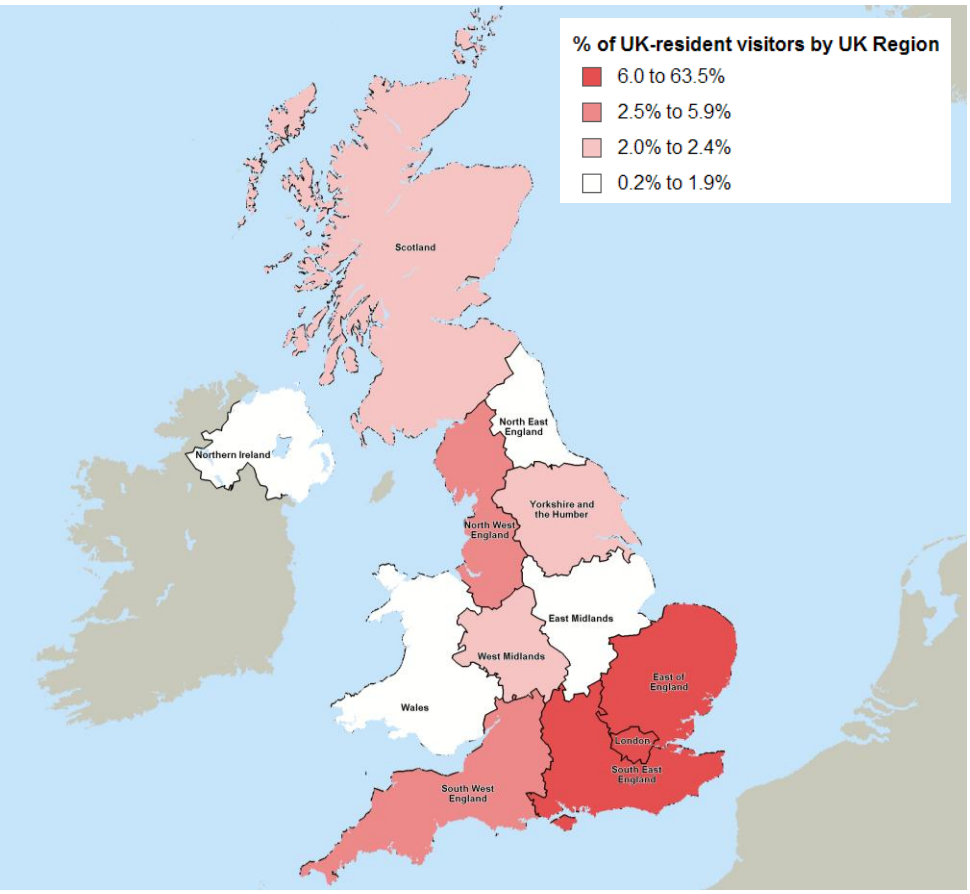
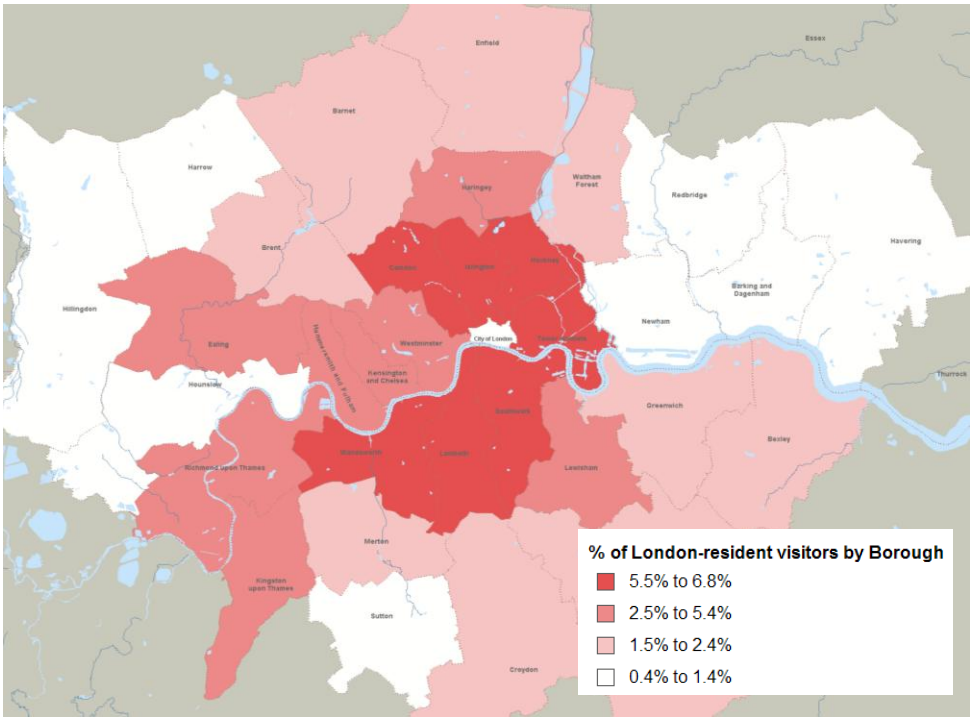
Place of residence: Region of UK (map)



Base: All respondents who provided a valid UK region of residence: 8,553

Margin of error: ±1%

Borough of residence: London residents (map)



Base: All respondents who provided a valid London postcode: 4,185

Margin of error: ±1%

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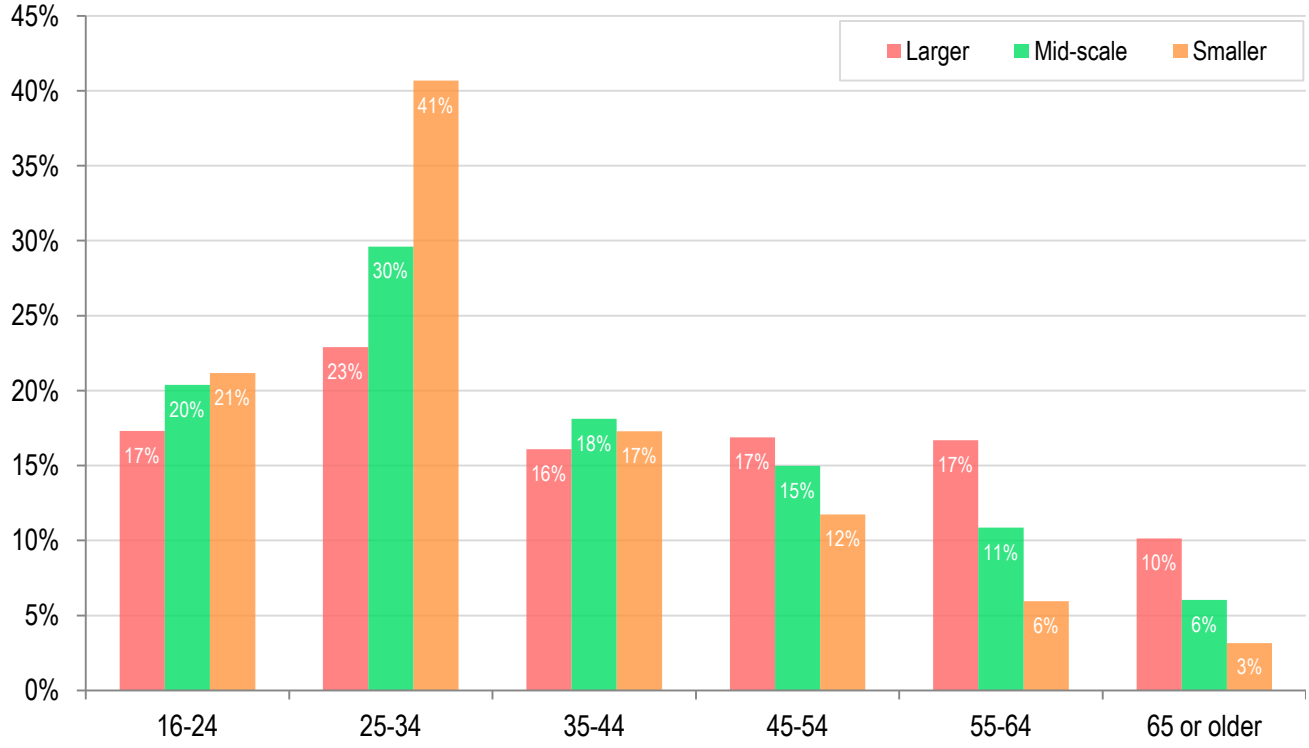
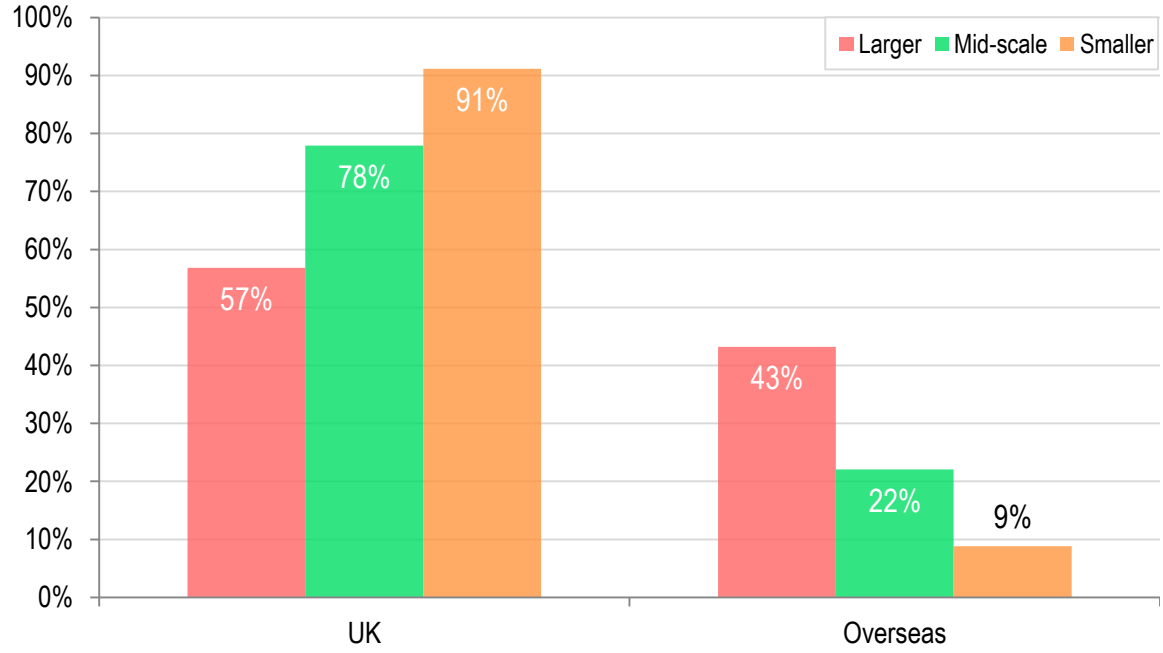
The following illustrate the key findings from the cluster benchmarks determined by gallery size.

Age



Base: All respondents: 7,006 / 5,547 / 1,443

Place of residence: UK/Overseas



Base: All respondents who provided a valid country of residence: 7,615 / 4,304 / 1,200

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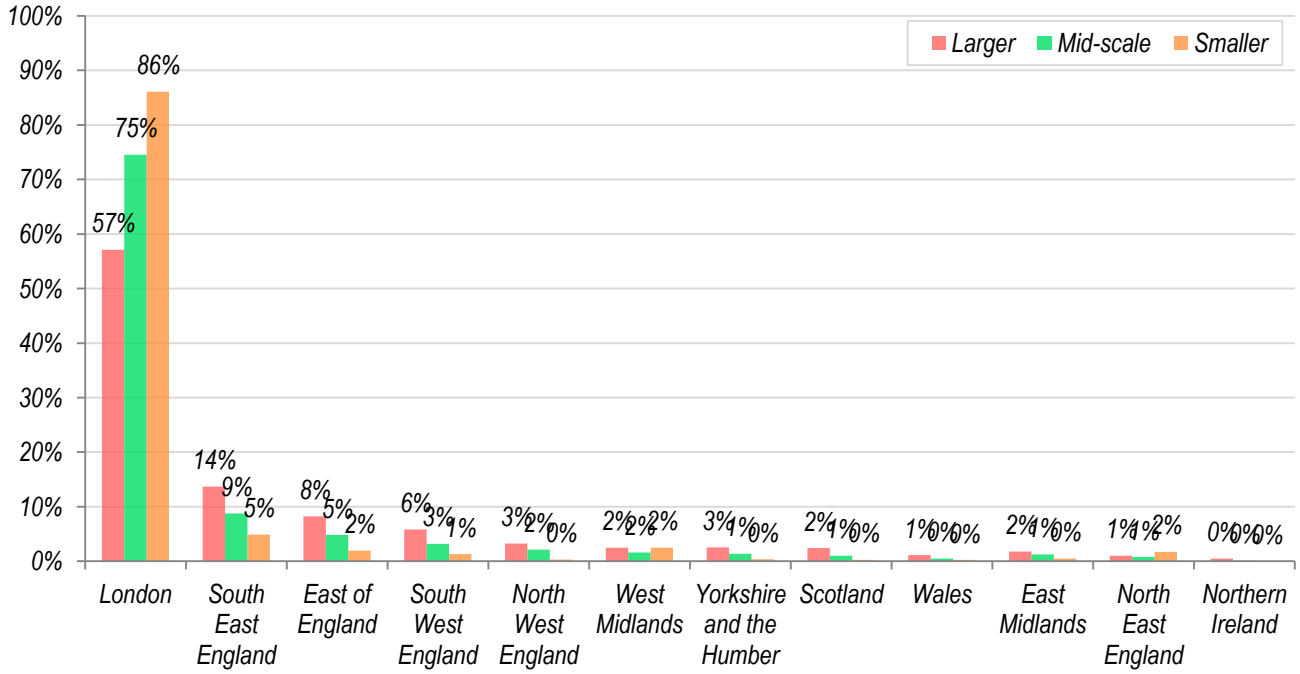
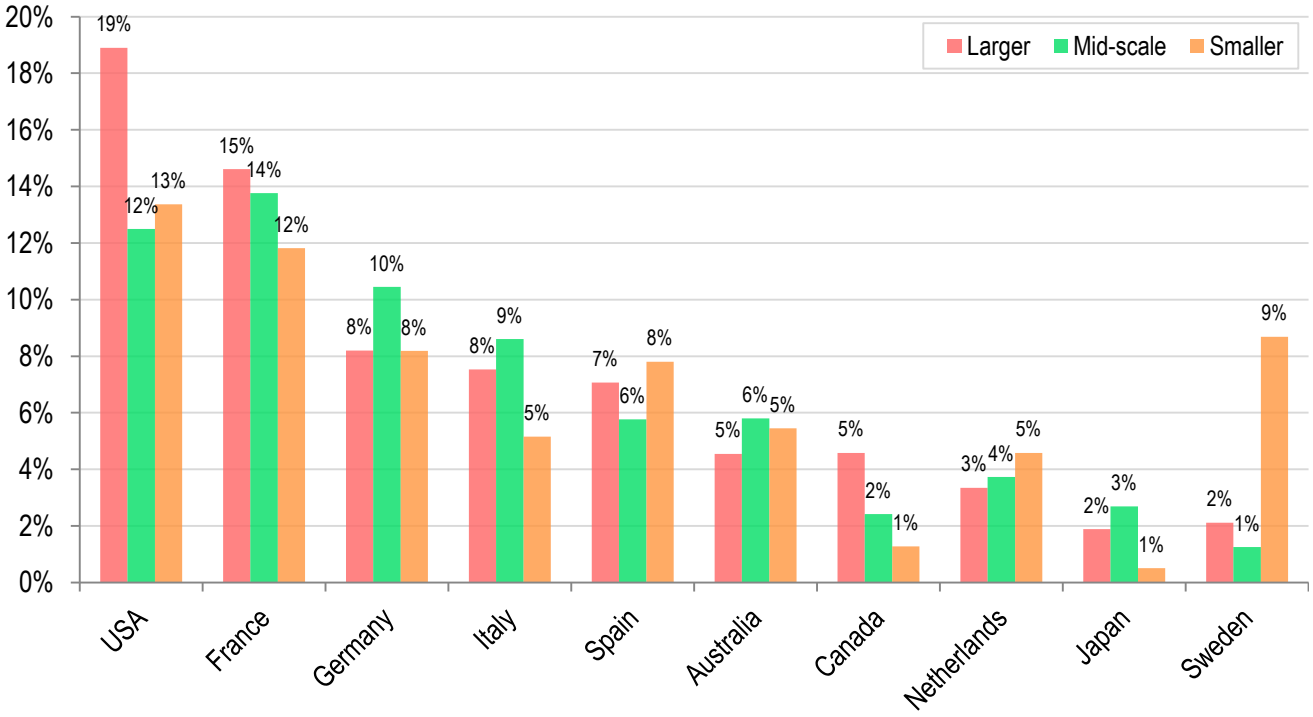
Place of residence: Region of UK



Base: All respondents who provided a valid UK postcode or region of residence: 3,914 / 3,719 / 921

Top ten countries of residence (of non-UK residents)



*Base: All respondents who provided a valid non-UK country of residence: 2,706 / 1,068 / 104**

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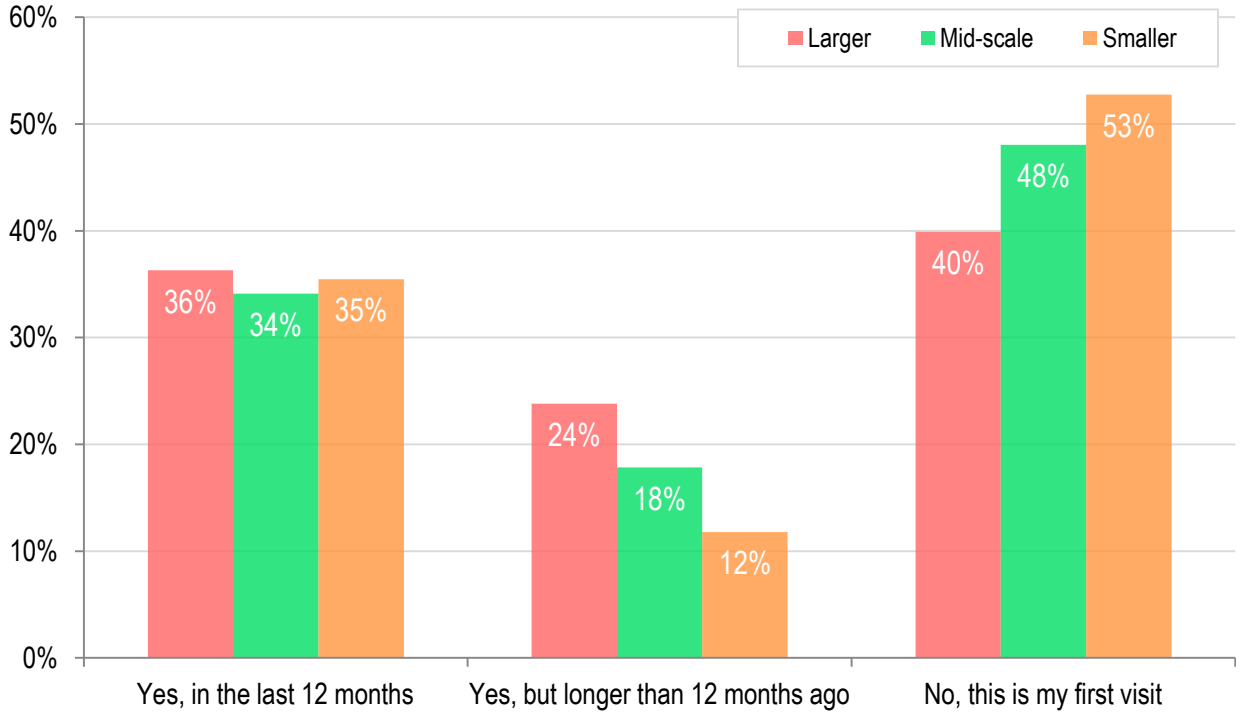
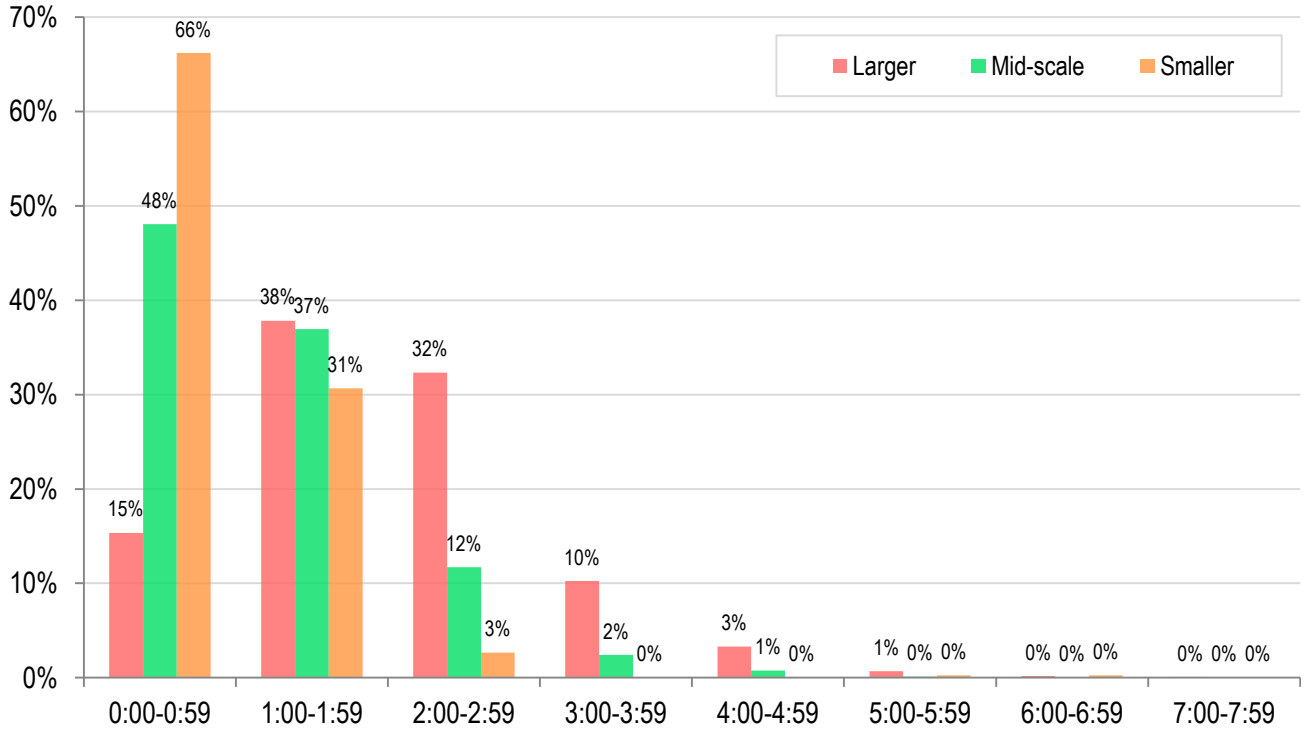
Previous visits to gallery



Base: All respondents: 7,038 / 5,460 / 1,486

Length of visit



Base: All valid respondents: 4,979 / 4,902 / 414

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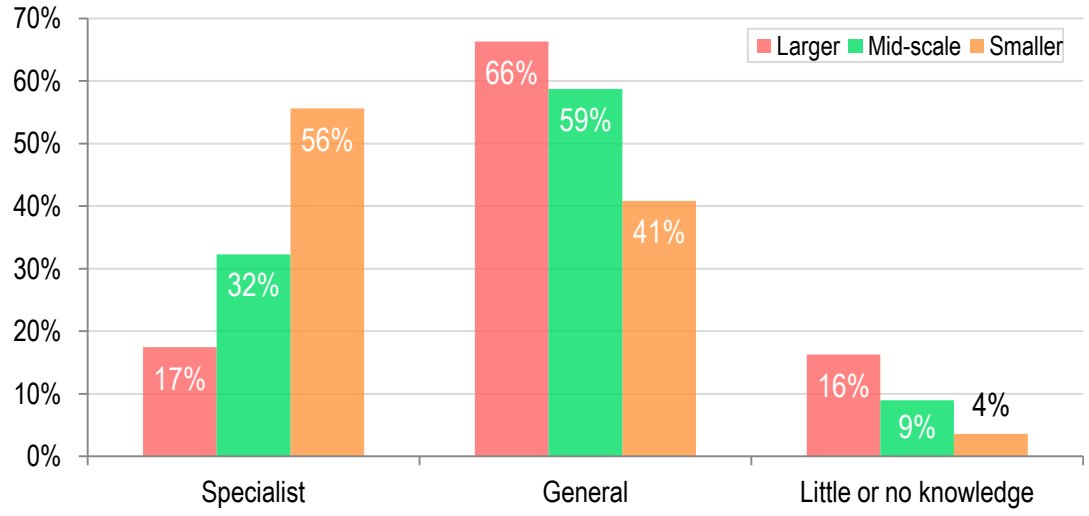
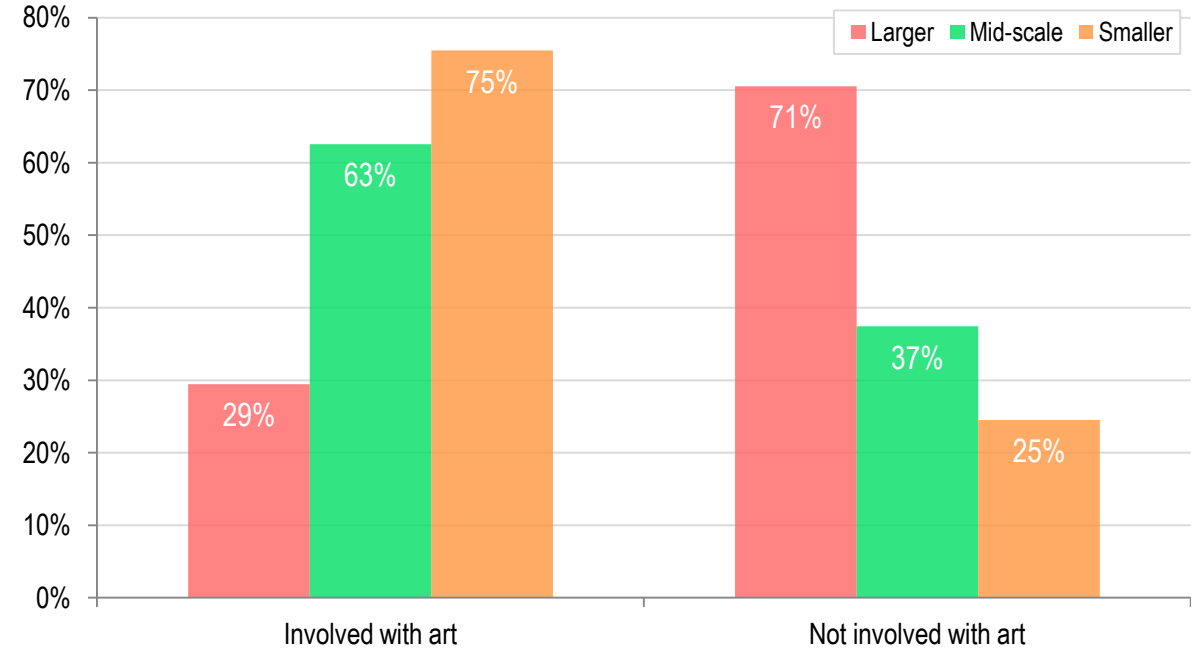
How visitors describe their knowledge of art



*Base: All valid respondents: 4,941 / 3,642 / 291**

Professional or academic involvement with art

(Options included: Teaching / Studying / Practicing artist / Professionally employed in the Arts sector / Other)



Base: All valid respondents: 4,931 / 2,455 / 791

A full version of the benchmarking report is available upon request from Audiences London. For more information please contact Kate Carter on kate@audienceslondon.org / 020 7407 4625

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