

YouGov / Art Fund and National Museum Directors' Council (NMDC) Survey Results

Sample Size: 2121 UK Adults
Fieldwork: 25th - 26th April 2024

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Nothern Ireland	North	Midlands	London	South
Weighted Sample	2121	677	496	178	744	787	1029	1092	223	876	526	494	1209	912	1782	104	180	55	498	341	250	691
Unweighted Sample	2121	674	499	184	855	776	1008	1113	190	943	540	447	1252	869	1771	110	186	54	504	349	236	682
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often, if at all, do you typically visit museums?

More often than four times a year	7	4	9	15	11	4	7	8	9	9	5	5	10	4	7	4	12	5	7	3	15	7
Three or four times a year	13	10	17	16	18	9	13	13	13	16	10	10	16	9	13	14	13	22	14	10	23	9
Twice a year	15	12	21	17	18	12	15	14	19	16	13	12	17	11	14	19	18	18	13	11	23	13
Once a year	13	13	13	9	12	13	13	13	17	13	12	12	13	13	13	9	13	9	12	14	10	16
Less frequently than once a year	37	45	33	35	34	43	36	39	29	32	46	40	34	42	38	44	30	33	35	42	23	43
Never	15	16	7	8	7	19	15	14	13	12	13	21	9	22	15	9	14	13	19	22	6	12

And how often, if at all, do your children visit museums?

[Asked only to those with children 18 years old or younger; n=505]

At least once every three months	8	9	8	10	13	5	9	8	16	8	8	0	12	3	8	10	16	0	8	3	12	9
At least once every six months	17	14	16	28	19	14	18	16	19	19	9	0	19	14	16	23	22	10	16	14	35	13
At least once a year	26	17	34	33	29	28	24	28	16	26	26	49	28	22	24	35	27	66	23	22	15	27
Less often than once a year	31	37	30	24	24	33	29	32	38	29	36	51	28	35	33	28	11	15	34	36	20	34
Never	12	16	6	4	9	14	13	12	11	13	12	0	8	19	13	0	22	10	11	15	12	13
Don't know	6	7	5	2	5	6	7	4	0	5	9	0	5	7	6	4	3	0	8	10	6	3

How important, if at all, do you think museums are to UK culture?

Very important	47	49	51	54	56	47	45	48	32	45	50	53	49	43	46	50	54	44	46	42	60	42
Fairly important	42	44	42	40	38	43	43	42	43	43	43	39	41	43	43	37	36	45	40	44	31	48
TOTAL IMPORTANT	89	93	93	94	94	90	88	90	75	88	93	92	90	86	89	87	90	89	86	86	91	90
Not very important	6	4	4	5	4	6	7	6	14	7	3	5	6	7	6	6	4	4	7	8	5	6
Not at all important	1	1	1	1	0	1	2	1	4	1	1	1	1	2	2	0	2	1	2	2	1	1
TOTAL NOT IMPORTANT	7	5	5	6	4	7	9	7	18	8	4	6	7	9	8	6	6	5	9	10	6	7
Don't know	4	2	2	1	2	3	4	4	8	4	3	2	3	5	3	7	4	6	5	4	2	2

As far as you are aware, is there a museum in your local area?

Yes, there are multiple museums in my local area	31	29	38	41	39	26	31	31	26	34	33	25	36	25	31	28	37	28	38	22	34	28
Yes, there is a museum in my local area	46	52	45	41	45	51	47	46	44	45	46	51	45	49	47	42	46	41	43	50	38	52
No, there are no museums in my local area	16	15	14	13	12	17	15	17	17	14	16	19	14	18	16	23	12	24	12	21	21	14
Don't know	7	5	3	5	4	6	7	6	13	7	5	5	5	8	7	7	4	7	7	7	8	6

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	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Nothern Ireland	North	Midlands	London	South	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, do you think that your local museum adds value to your local area?
[Asked only to those with museums in their local area; n=1676]

A great deal	28	27	32	28	33	27	27	29	20	26	33	31	30	26	27	28	39	26	28	22	42	23
A fair amount	48	47	52	52	48	48	48	49	41	49	50	47	49	47	49	42	42	41	48	49	44	52
TOTAL A GREAT DEAL / FAIR AMOUNT	76	74	84	80	81	75	75	78	61	75	83	78	79	73	76	70	81	67	76	71	86	75
Not very much	16	17	11	18	13	16	17	15	29	16	11	14	16	16	16	17	13	20	14	20	10	18
Not at all	2	2	0	1	1	1	2	2	4	2	1	2	1	2	1	1	3	6	1	1	1	1
TOTAL NOT VERY MUCH / AT ALL	18	19	11	19	14	17	19	17	33	18	12	16	17	18	17	18	16	26	15	21	11	19
Don't know	6	7	5	1	5	7	7	6	6	6	6	7	4	9	6	12	3	7	8	8	3	6

Which of the following, if any, do you think are the most important functions of a local museum?
Please tick up to three.

For education purposes	62	62	70	62	68	62	63	62	53	65	63	63	65	59	63	59	57	68	63	59	69	63
To preserve the past	59	68	55	58	57	68	60	57	43	53	64	70	59	58	58	62	57	61	54	59	51	64
To connect with local history	56	64	53	67	58	64	55	58	38	52	63	66	56	56	57	51	52	52	57	58	44	61
To attract tourists	21	20	20	25	21	20	22	20	21	25	19	16	21	21	20	27	25	26	21	21	18	20
As a source of inspiration and creativity	14	12	18	14	18	11	13	15	15	16	15	11	16	13	14	15	18	10	13	11	24	12
To be a source of pride in the local area	13	15	11	13	11	15	13	13	12	10	12	17	11	14	13	10	13	11	14	13	11	12
To connect with the local community	11	10	12	18	13	9	10	12	11	10	14	10	11	12	11	10	18	2	9	12	12	11
To provide a place for entertainment and leisure	10	7	12	8	12	6	10	9	14	12	8	5	11	7	9	10	10	13	10	7	14	9
To provide a place to spend time with family and friends	9	5	11	8	9	7	7	11	12	10	6	7	9	8	8	11	11	20	8	7	7	9
To boost the local economy	7	7	8	7	7	7	7	7	9	8	7	3	7	6	7	5	5	7	7	8	6	6
To bring awareness and discussion to current big questions, such as climate change, mental health and migration	7	3	9	5	9	3	7	6	14	7	4	4	8	4	6	7	8	10	7	5	11	5
To bring health and wellbeing benefits	2	1	3	1	2	2	2	2	2	3	1	2	2	2	2	1	2	7	1	3	4	1
Other	0	0	0	0	0	0	1	0	1	0	1	0	0	0	0	1	0	0	0	0	1	1
Not applicable - I don't think local museums have any important functions	2	1	1	0	0	1	2	1	3	1	0	2	1	2	2	1	1	2	2	2	1	1
Don't know	3	2	1	1	1	2	3	3	6	3	2	1	1	4	3	3	1	0	4	3	3	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following words, if any, would best describe how you would feel if the museum in your local area was to close? Please tick up to three.

[Asked only to those with musuems in their local area; n=1676]

Disappointed	54	55	58	54	57	55	54	53	44	52	60	54	55	51	52	58	62	50	53	48	55	53
Sad	41	41	45	41	44	42	41	41	31	40	46	40	43	37	41	38	41	45	41	32	45	43
Angry	19	19	25	19	25	20	19	20	11	16	24	25	21	18	19	27	21	17	21	18	21	17
Frustrated	16	15	19	19	20	13	17	16	13	18	18	13	18	14	16	22	16	27	17	12	22	14
Indifferent	15	14	11	16	12	13	15	14	27	17	10	12	14	16	15	9	16	12	16	16	12	15
Happy	5	5	4	3	5	4	5	5	4	7	2	4	5	5	5	1	5	11	5	4	6	6
Pleased	4	4	3	4	4	4	4	5	6	7	1	3	5	4	4	1	6	14	3	4	7	5
Glad	3	3	2	3	3	2	3	3	3	4	2	1	3	3	3	0	4	11	2	2	6	3
Relieved	1	0	1	0	0	1	1	0	2	1	0	0	1	1	1	0	0	3	1	1	1	1
None of these	4	4	4	3	3	5	4	5	8	5	3	2	4	5	5	7	2	2	5	6	5	4
Don't know	3	3	2	0	2	3	3	4	6	4	3	2	3	4	4	5	2	0	3	6	2	4

For the following question, by 'other sources' we mean sources such as private investment and income generated from visitors.

Thinking about how museums in the UK are funded, which of the following comes closest to your view?

They should be entirely funded by government	14	10	15	11	14	12	14	13	12	14	15	12	12	16	13	24	17	18	13	14	15	11
They should be mostly funded by government, with a little funding from other sources	33	32	40	36	38	33	36	31	31	32	34	36	36	30	33	32	39	35	30	34	40	32
They should be funded equally by government and other sources	29	30	28	34	28	29	27	31	28	29	29	29	30	28	30	21	27	27	29	26	30	32
They should be mostly funded by other sources, with a little funding from government	9	14	6	10	9	12	10	8	9	8	10	10	11	7	10	5	7	8	8	9	7	12
They should be entirely funded by other sources	3	4	1	3	2	4	4	3	4	3	2	4	2	5	3	3	2	7	4	2	3	3
Don't know	12	10	9	7	9	10	9	14	16	14	9	8	10	14	12	15	7	5	16	14	6	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For the following question, by 'other sources' we mean sources such as private investment and income generated from visitors. And thinking about how local museums are funded, which of the following comes closest to your view?

They should be entirely funded by local government	13	10	15	11	13	12	13	14	15	13	15	11	11	16	12	22	15	19	13	13	17	10
They should be mostly funded by local government, with a little funding from other sources	32	30	38	33	35	31	33	30	25	33	32	32	35	27	31	30	36	32	30	32	32	31
They should be funded equally by local government and other sources	29	33	27	31	29	31	27	30	26	26	31	33	29	28	29	22	28	20	28	29	31	30
They should be mostly funded by other sources, with a little funding from local government	11	14	9	15	11	12	11	10	11	10	11	11	12	9	11	6	10	10	9	10	11	13
They should be entirely funded by other sources	3	5	1	3	3	5	4	3	3	3	3	4	2	5	4	3	2	7	5	2	2	4
Don't know	12	9	10	7	9	9	12	12	19	15	9	8	11	14	13	17	8	11	15	15	9	11

Do you think that public funding for local museums has gone up or down since 2022, or has it stayed the same?

It has gone up a lot	1	1	1	0	0	1	1	2	2	1	1	1	1	2	1	1	1	2	1	2	1	1
It has gone up a little	3	3	3	3	3	3	3	2	4	3	2	2	3	3	3	1	2	2	3	3	3	3
TOTAL GONE UP	4	4	4	3	3	4	4	4	6	4	3	3	4	5	4	2	3	4	4	5	4	4
It has stayed the same	9	10	7	9	7	9	11	7	11	9	8	8	9	8	9	12	7	5	6	8	13	10
It has gone down a little	22	22	21	27	23	22	21	22	26	21	20	22	23	19	22	16	22	29	20	21	18	24
It has gone down a lot	22	16	32	28	34	16	22	22	15	22	25	21	25	18	20	30	33	22	22	20	20	19
TOTAL GONE DOWN	44	38	53	55	57	38	43	44	41	43	45	43	48	37	42	46	55	51	42	41	38	43
Don't know	44	48	35	32	33	50	42	46	42	44	43	46	39	50	45	40	34	40	48	46	46	43

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.