Norwich Castle
MONTHLY COMPARISON OF VISITOR PROFILE CATEGORIES FOR 1010/11 AND 2011/12

		Apr-10	Apr-11	May-10	May-11	Jun-10	Jun-11	Jul-10	Jul-11	Aug-10	Aug-11	Sep-10	Sep-11
	TOTAL NO. VISITORS	15,555	13,502	12,623	12,790	13,588	12,731	17,126	18,423	28,199	23,434	12,647	13,878
	School holidays	2 wks	2 wks	0.4 wks		0.6 wks	1 wk	1 wk	1.4 wk	all	all	0.4 wks	0.6wks
	TICKET CATEGORY												
	All Paying	70%	68%	68%	52%	62%	60%	71%	65%	76%	75.00%	59%	57%
	All Complimentaries	30%	32%	32%	48%	38%	40%	29%	35%	24%	25%	41%	43%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Paying												
	Full price adult	17.61%	20.66%	28.70%	34.23%	25.81%	27.93%	20.93%	24.22%	15.63%	20.10%	33.24%	35.41%
	Pop in for a £1	12.89%	13.87%	16.36%	14.35%	15.41%	15.72%	15.39%	12.21%	8.90%	9.37%	13.76%	11.44%
	Special Exhibitions	5.68%	6.73%	5.38%	0.95%	4.18%	1.00%	4.20%	0.60%	5.97%	0.57%	2.51%	0.00%
	Student	2.46%	3.08%	3.91%	2.44%	3.28%	3.52%	3.96%	3.14%	3.40%	2.39%	2.54%	2.97%
	Young Person (4-16)	22.34%	22.60%	13.62%	14.83%	12.06%	12.23%	24.03%	26.84%	28.27%	30.61%	10.56%	13.25%
	Senior (60+)	18.36%	15.52%	17.16%	19.32%	19.84%	18.66%	14.08%	14.19%	13.69%	13.28%	25.50%	24.87%
	Disabled	0.63%	0.53%	0.77%	0.67%	0.51%	0.98%	0.76%	0.58%	0.52%	0.50%	0.91%	0.94%
	District Leisure Card	0.29%	0.25%	0.17%	0.12%	0.14%	0.27%	0.12%	0.11%	0.13%	0.19%	0.32%	0.06%
	Family Adult	18.86%	15.31%	11.69%	11.20%	10.46%	9.15%	11.06%	13.33%	22.96%	22.87%	9.19%	10.10%
	Non NCC school pupils	0.81%	0.63%	1.82%	1.77%	1.06%	3.90%	3.86%	1.98%	0.01%	0.10%	1.46%	0.79%
	Other, incl vouchers	0.07%	0.82%	0.42%	0.12%	7.25%	6.64%	1.61%	2.80%	0.52%	0.02%	1.00%	0.17%
		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.99%	100.00%
Key	Complimentaries												
	Under 4s	15.67%	15.17%	18.58%	10.81%	8.98%	13.68%	12.86%	14.31%	22.95%	23.89%	17.62%	15.82%
1	Museum Pass	26.86%	26.25%	26.49%	12.10%	15.78%	15.65%	19.41%	15.76%	25.21%	23.06%	13.23%	23.11%
1	Museum Pass Child Friends/EAAF/C&TA	14.92%	12.51%	9.46%	4.55%	5.91%	5.90%	7.79%	7.49%	17.84%	14.92%	5.70%	14.06%
2	adult Friends/EAAF/C&TA	7.78%	6.39%	5.23%	1.93%	4.56%	3.03%	3.78%	3.43%	3.95%	3.43%	3.48%	1.73%
2	child	0.13%	0.14%	0.17%	0.08%	0.04%	0.00%	0.04%	0.06%	0.26%	0.15%	0.04%	0.08%
3	School pupils NCC	7.28%	9.45%	11.69%	16.63%	31.13%	27.80%	23.77%	24.64%	0.69%	0.15%	8.84%	3.65%
4	Other complimentaries	27.36%	30.09%	28.38%	53.90%	33.60%	33.94%	32.35%	34.31%	29.10%	34.40%	51.09%	41.55%
		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

		Oct-10	Oct-11	Nov-10	Nov-11	Dec-10	Dec-11	Jan-11	Jan-12	Feb-11	Feb-12	Mar-11	Mar-12
	TOTAL NO. VISITORS	16,896	15,624	11,136	10,896	6,098	7,352	10,847	9,558	16,686	14,489	14,029	16,231
	School holidays	1 wk	1 wk			2 wks	2 wks	0.6 wks	0.6 wks	1 week	1 week		
	TICKET CATEGORY												
	All Paying	61%	58%	45%	44%	49%	53%	45%	47%	55%	55%	46%	57%
	All Complimentaries	39%	42%	55%	56%	51%	47%	55%	53%	45%	45%	54%	43%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Paying												
	Full price adult	23.46%	26.79%	32.28%	37.33%	32.24%	32.00%	33.02%	35.48%	22.57%	28.95%	33.09%	36.19%
	Pop in for a £1	12.55%	12.72%	13.42%	13.34%	13.68%	13.03%	13.45%	14.15%	9.82%	11.67%	13.60%	15.97%
	Special Exhibitions	3.49%	1.13%	4.71%	3.64%	3.89%	5.69%	5.97%	2.62%	2.48%	0.50%	5.87%	0.09%
	Student	2.53%	2.63%	4.56%	3.01%	4.94%	3.99%	4.22%	4.69%	4.64%	2.74%	4.30%	3.09%
	Young Person (4-16)	20.26%	20.19%	6.45%	7.37%	15.97%	14.43%	12.61%	12.66%	25.77%	24.52%	8.22%	9.14%
	Senior (60+)	17.66%	16.33%	26.00%	27.07%	14.71%	18.39%	17.25%	15.10%	10.95%	9.72%	21.21%	27.07%
	Disabled	0.76%	0.76%	1.02%	0.86%	0.84%	0.45%	0.74%	0.63%	0.52%	0.53%	0.93%	0.67%
	District Leisure Card	0.16%	0.15%	0.08%	0.16%	0.26%	0.30%	0.30%	0.41%	0.49%	0.25%	0.21%	0.13%
	Family Adult	16.97%	17.43%	6.18%	5.47%	13.44%	11.52%	12.36%	12.51%	21.52%	20.54%	6.86%	5.82%
	Non NCC school pupils	2.16%	1.37%	5.10%	1.72%	0.00%	0.12%	0.00%	1.11%	0.98%	0.58%	4.41%	0.16%
	Other, incl vouchers	0.00%	0.50%	0.20%	0.03%	0.03%	0.08%	0.80%	0.64%	0.26%		1.30%	1.67%
		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.72%	100.00%	100.00%	100.00%	100.00%	100.00%
Key	Complimentaries												
	Under 4s	12.95%	13.80%	8.15%	8.01%	11.79%	13.45%	12.06%	13.28%	14.71%	16.06%	9.02%	8.71%
1	Museum Pass	21.97%	16.75%	16.09%	16.08%	24.40%	27.08%	22.02%	22.27%	22.51%	21.50%	17.35%	23.36%
1	Museum Pass Child Friends/EAAF/C&TA	10.24%	8.24%	4.08%	4.28%	11.63%	10.38%	9.31%	9.73%	12.85%	14.02%	3.88%	4.15%
2	adult Friends/EAAF/C&TA	4.97%	3.91%	5.08%	4.98%	6.67%	6.03%	5.31%	3.37%	4.08%	3.39%	5.66%	6.94%
2	child	0.06%	0.25%	0.05%	0.09%	0.00%	0.20%	0.12%	0.20%	0.13%	0.15%	0.03%	0.10%
3	School pupils NCC	14.74%	16.17%	31.64%	34.40%	15.73%	19.33%	27.45%	25.26%	19.82%	16.93%	31.95%	22.20%
4	Other complimentaries	35.07%	40.88%	34.91%	32.16%	29.78%	23.53%	23.73%	25.89%	25.90%	27.95%	32.11%	34.54%
		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

## Key for Complimentaries

- 1 Museum Pass Holders are free on the point of entry, but pay an annual fee for a season ticket to all NMAS sites
- Friends have free admission to the Norwich Museums, but donate funds for acquisitions and projects
  EAAF (East Anglian Art Fund) have free admission to Norwich Castle, but donate funds towards the temporary exhibitions program
  C&TA (Costume & Textile Association) have free admission to the Norwich Museums, but donate funds towards maintaining and displaying the costume and textile collections
- Norfolk County Council school pupils have free admission to all NMAS museums. Schools pay for additional services, e.g. Roman workshop.
- To include selected NUCA, City College & UEA research students & staff whom Norwich Museums have arrangement with or are working on joint projects, e.g. NUCA pay an annual fee for admission for their students. Members of Art Fund and NCAS who have support acquisition of collections and/or exhibitions. Museums Association, VIPs, Cllrs, Blue Badge Guides, Group Leaders, Carers for disabled, School teachers, NMAS staff, press, Spree, Grab a Grown up and other vouchers, free entry for Museums at Night, HODs.

## **Visiting Trends / Explanation**

- Lower Special Exhibition ticket sales correspond with the months where there is an exhibition changeover and the gallery is dark for some or all weeks, also longer school holidays where a higher proportion of visitors, of which a higher percentage are families, tend to choose to visit all galleries.
- School Holidays fall on different dates each year, this is evident from total monthly visitor numbers. There are generally more visitors during school holidays except for December, which is the quietest month of the year and when the Museum is also shut for 4 days. There are also a higher proportion of paying visitors to complimentaries partly as a result of having fewer school visits. Also as one would expect, there are a higher proportion of families evidenced by higher proportion of 'Family Adult' and 'Young Persons' ticket sales.
- Higher percentages in paying 'Other' corresponds with fixed period money off voucher promotions in EDP or similar.
- There is a higher proportion of paying visitors to complimentaries during school holidays due to increased numbers of first time visitors, many of whom are visitors to the region, also because of fewer school visits.
- There is a higher proportion of complimentaries in May and September due to free admission to Museums at Night and Heritage Open Days.