

South West Visitor Insights



Nothe Fort
Audience Data Report 2023



Nothe Fort: response rates

987

Responses

80456

Visits

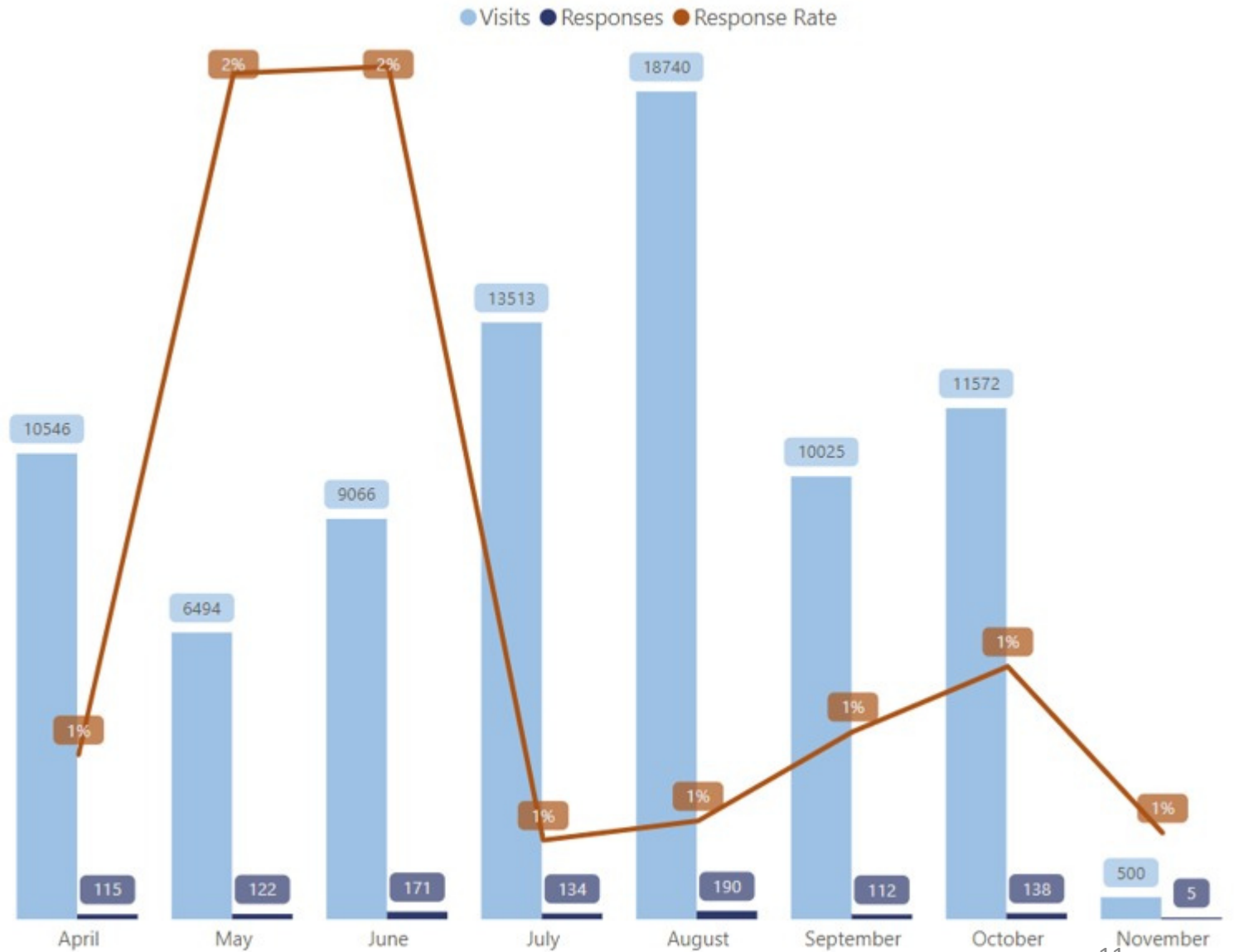
1%

Overall Response Rate

3%

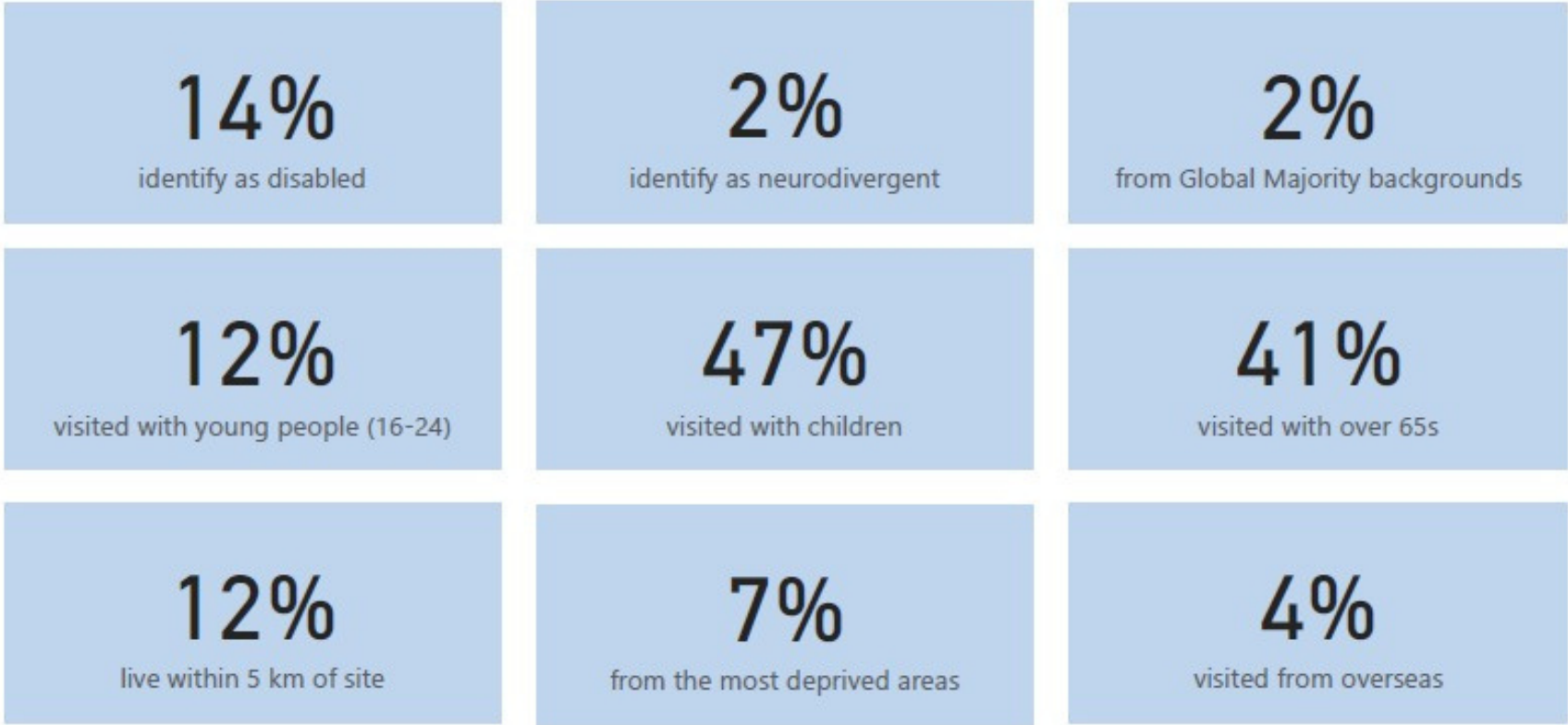
Margin of Error

Visits, Responses and Response Rate by Month

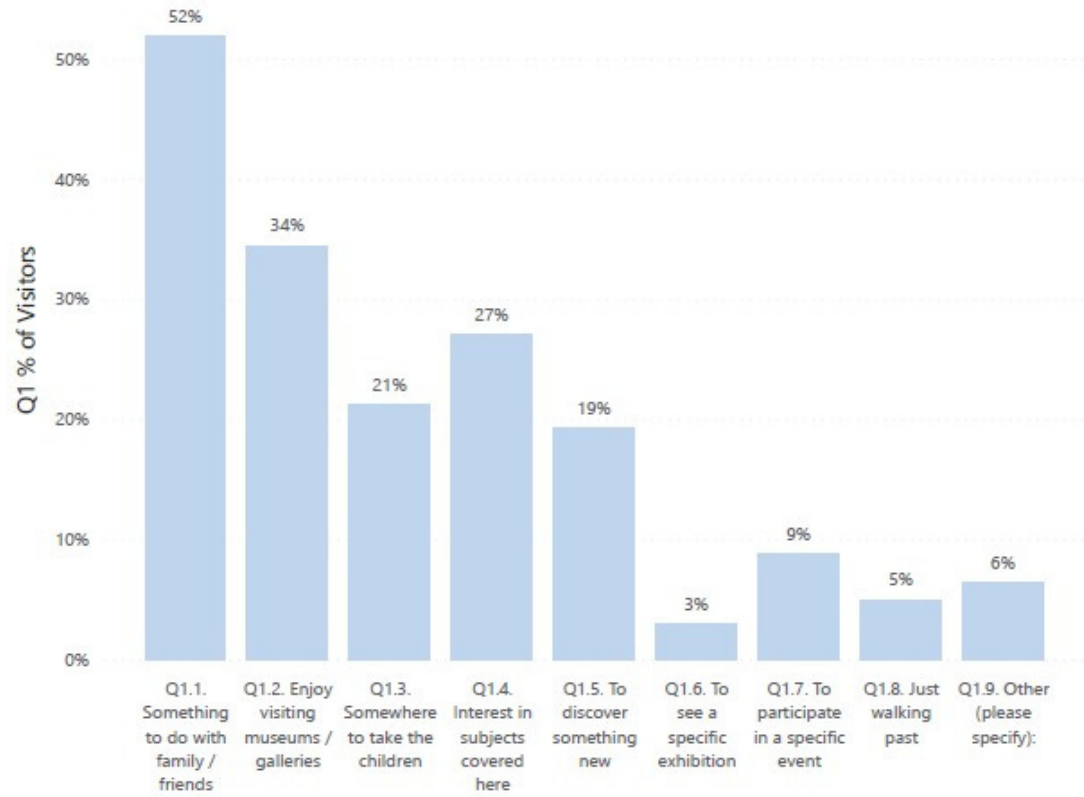


Nothe Fort: profile of respondents

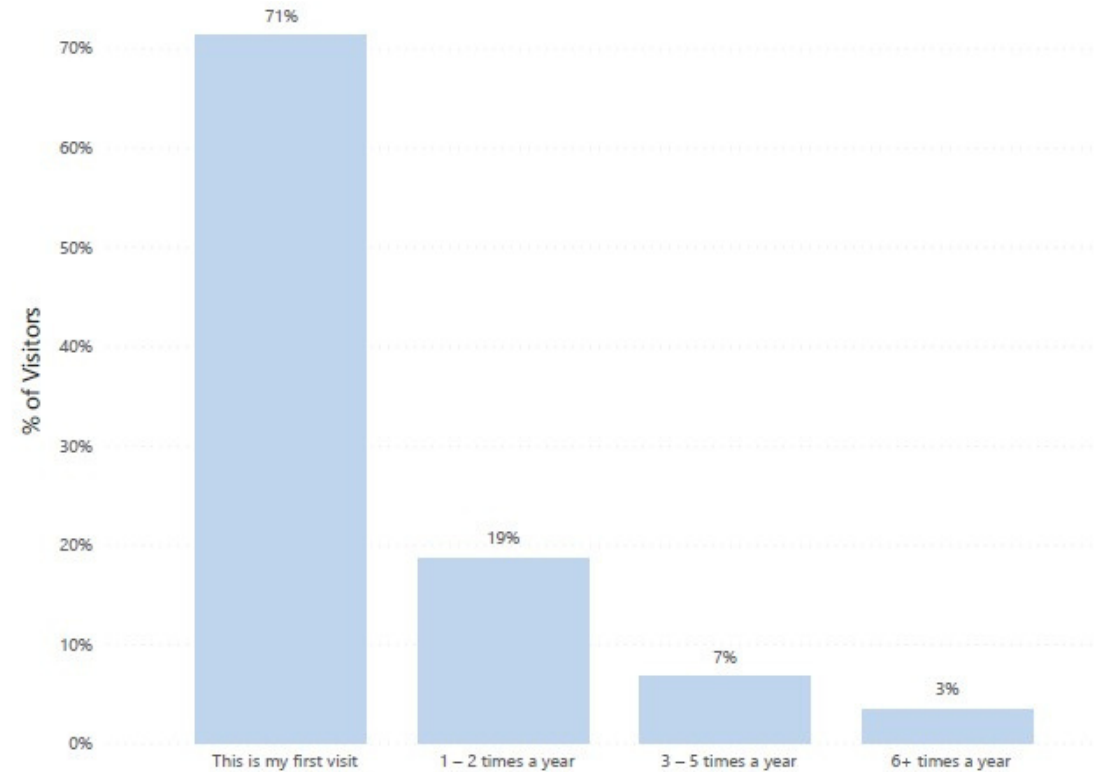
Out of the 987 visitors who responded to the survey...



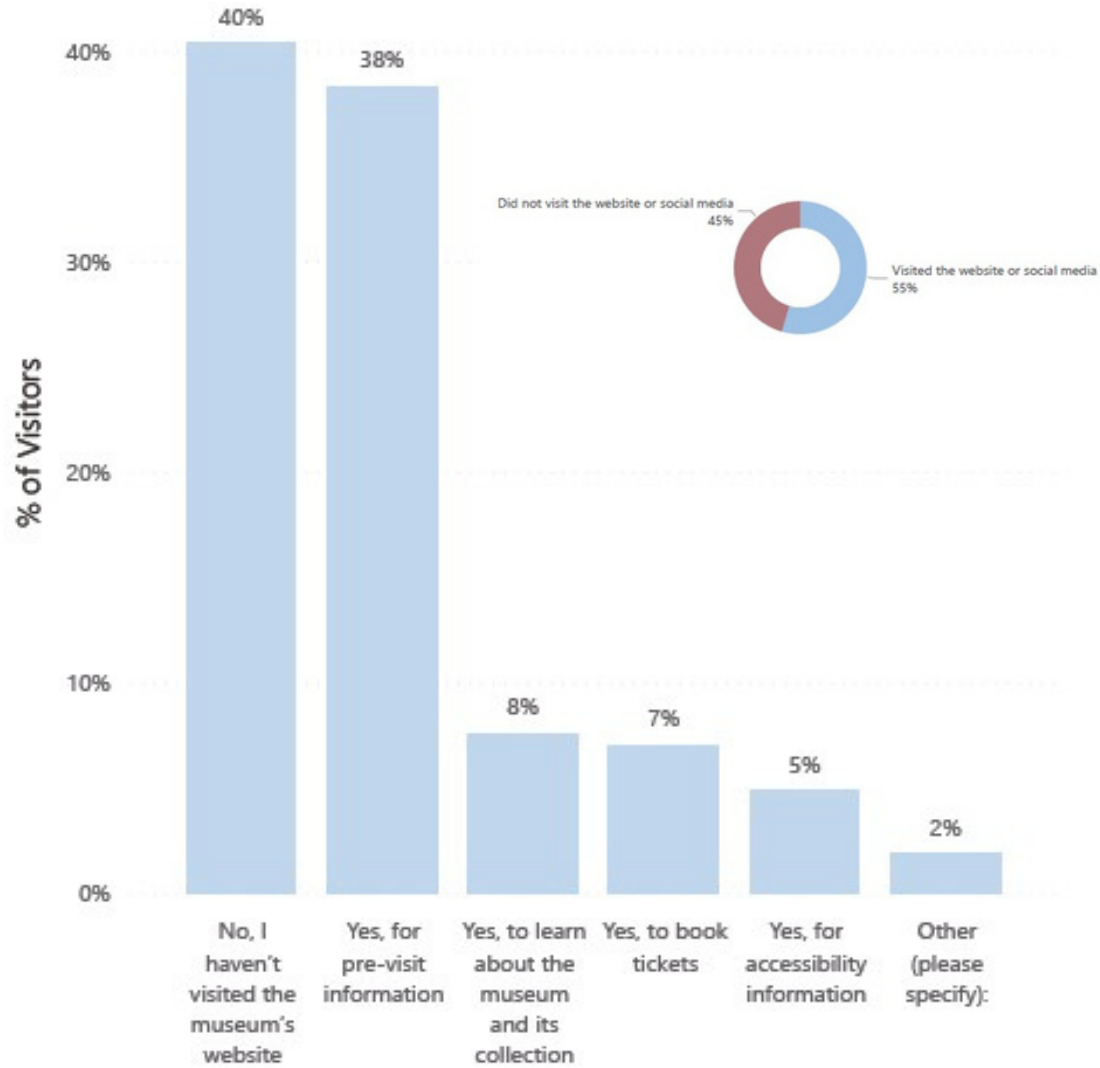
Q1. Which of the following best describes your reason for visiting the museum today?



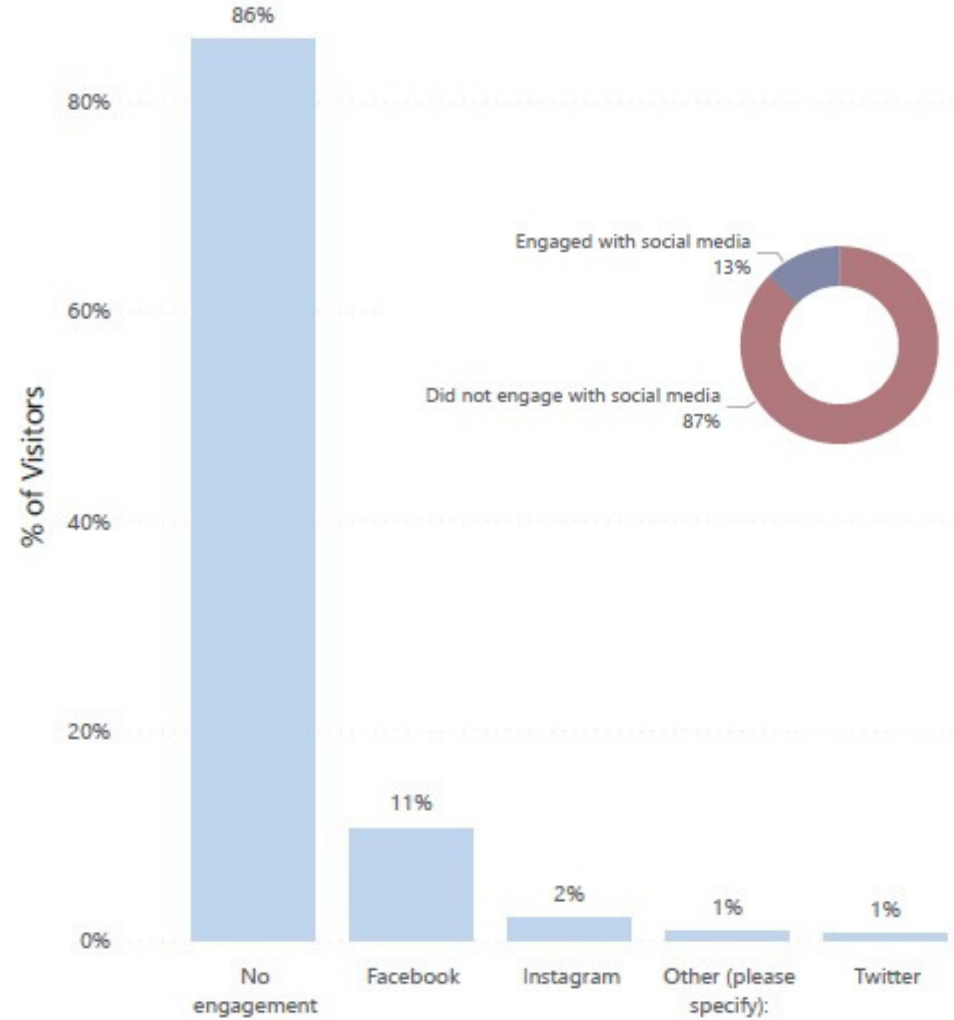
Q2. How often have you visited the museum in the past year?



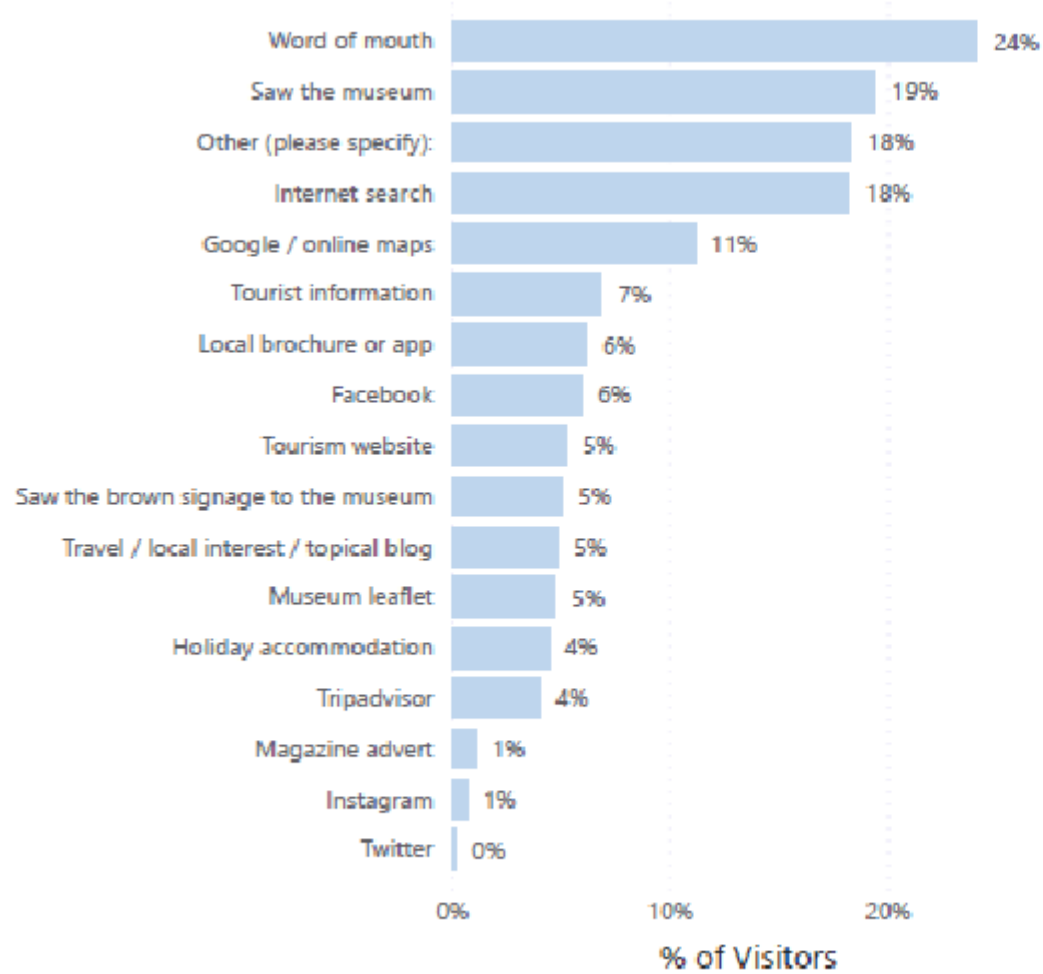
Q5. Did you visit the museum's website and/or social media channels prior to visiting today?



Q6. Did you engage with any of our social media accounts before visiting today?

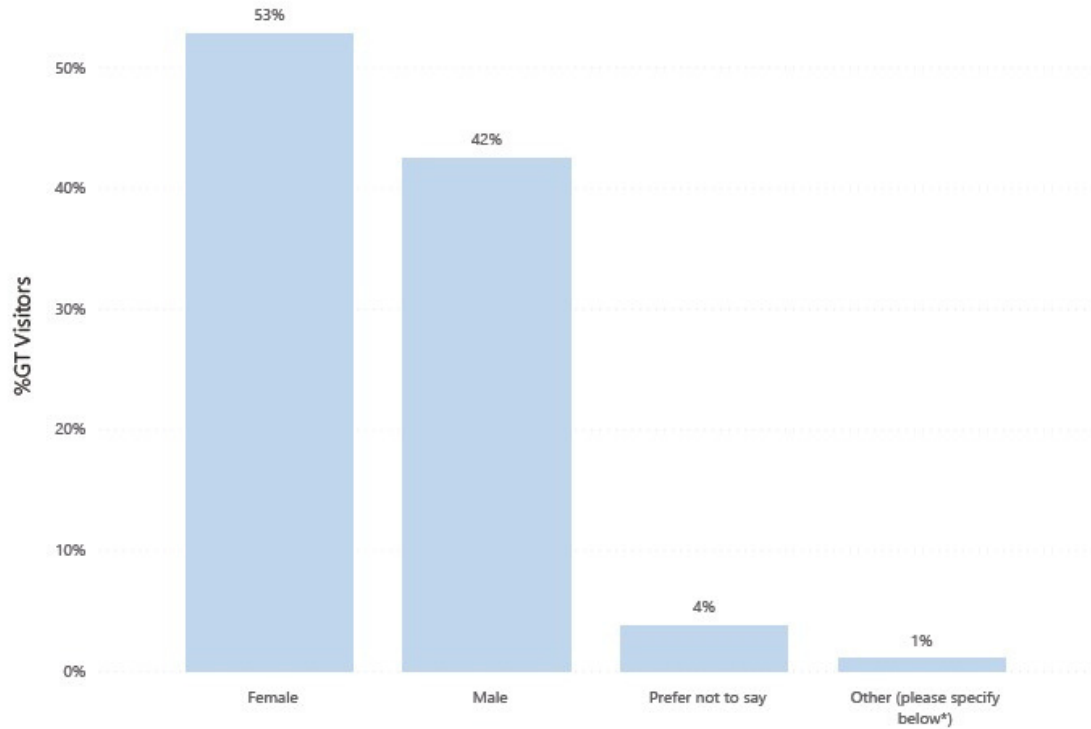


Q7. Please tell us how you found out about the museum?

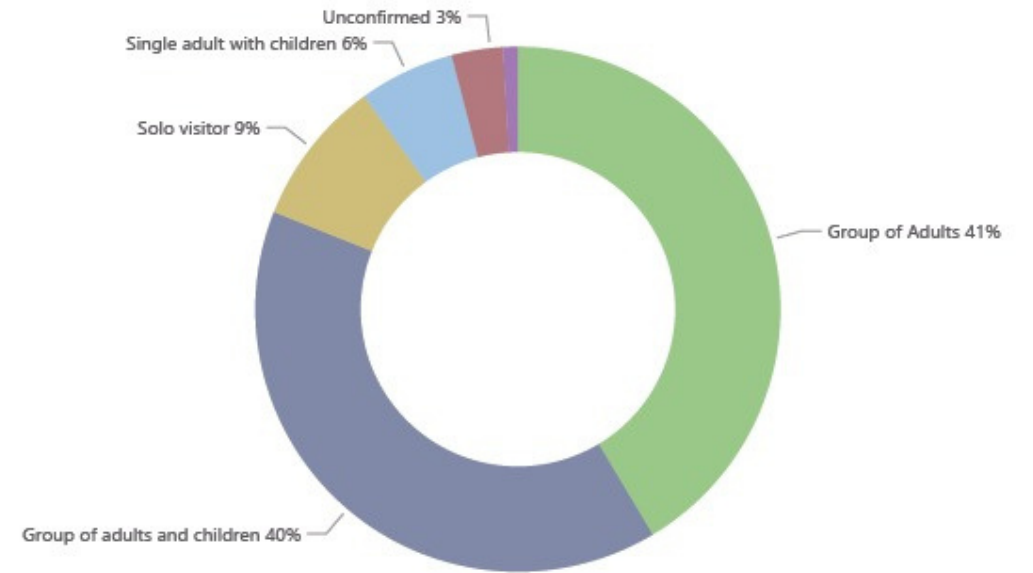


- YouTube
- Work friend
- Word of mouth
- Weymouth residents
- Weymouth Ambassador
- We've been coming for years
- We've past it on many occasions and at last visited
- We'll know attraction. Lived in Weymouth a long time.
- We visited 4 years ago
- We visit regularly due to grandparents living nearby
- We visit every time we come to weymouth
- We saw it last year when we were down in Weymouth for a short break in Dorchester and my husband was very keen to visit next time we came, which we did
- We live locally
- We live here and have always known about it
- We heard good stuff about it to take children there
- We are local
- Wanted to go to Portland Bill but took a few wrong turnings
- Walking past
- Visiting Weymouth on holiday
- Visited Weymouth last year and seen the Fort advertised, but didn't have time to visit so it was on our to do list this year.
- Visited twice before
- Visited the museum many years ago wanted to take my son back now he's older.
- Visited many years ago.
- Visited many years ago,seemed appropriate to see how you have got on,pleased to say very well.
- Visited before
- Visited as a child so like to bring my children when we visit Weymouth
- Visited as a child
- Visit with parents in thev80s
- Utube

Q11. Which of the following options best describes how you think of your gender identity?

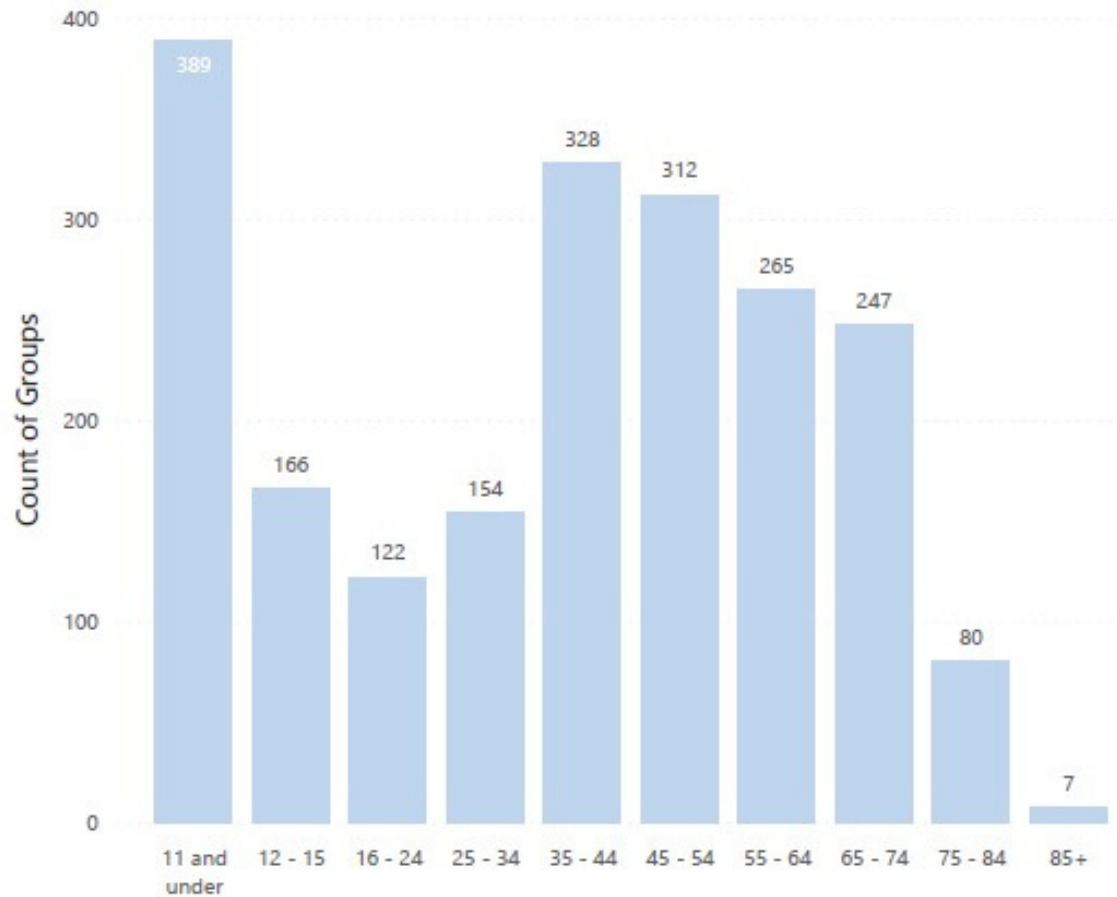


Q12. Please tell us the number of people in each age category that you are visiting the museum with today.

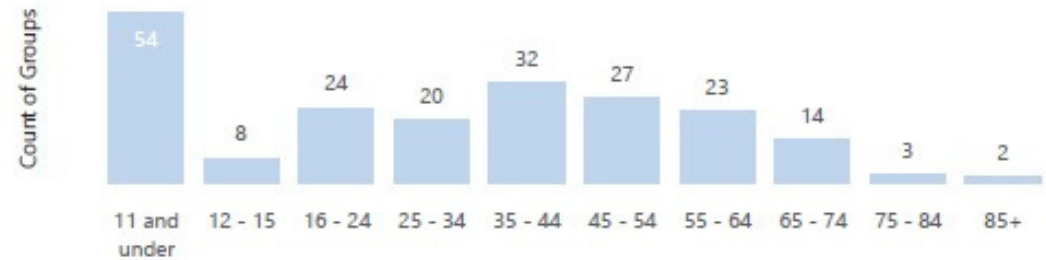


Q12. continued.

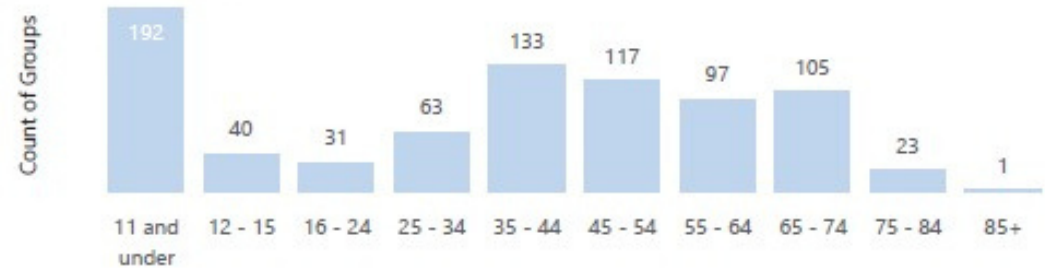
Number of Groups Containing At Least 1 Person From An Age Category



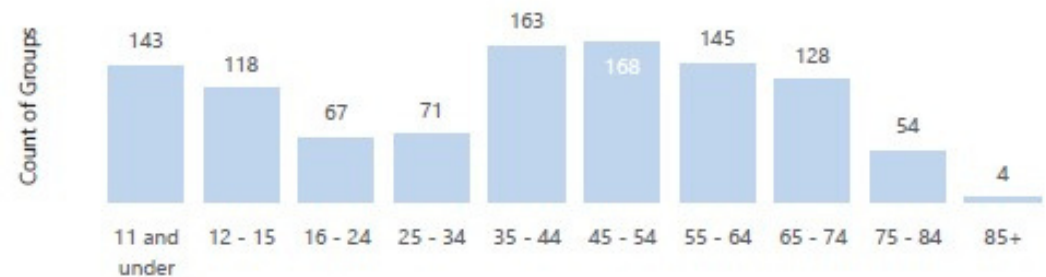
Number of Groups Containing 3+ People From An Age Category



Number of Groups Containing 2 People From An Age Category



Number of Groups Containing 1 Person From An Age Category



Q13. What is your ethnic group?

Q.13 What is your ethnic group - Categorized Answer



Q.13 Other (please specif...

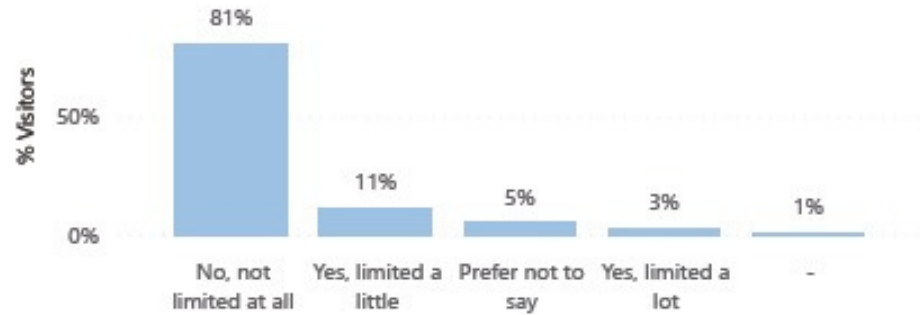
Visitors had the option to select 'Other (please specify)' as their answer to this question. They were then asked to specify their ethnic group and the answers were grouped into geographical categories.

Grouped answer	No. Responses
Australasia	2
British Isles	6
Europe	19
Latin America	3
North America	2
Other	5
Prefer not to say	2

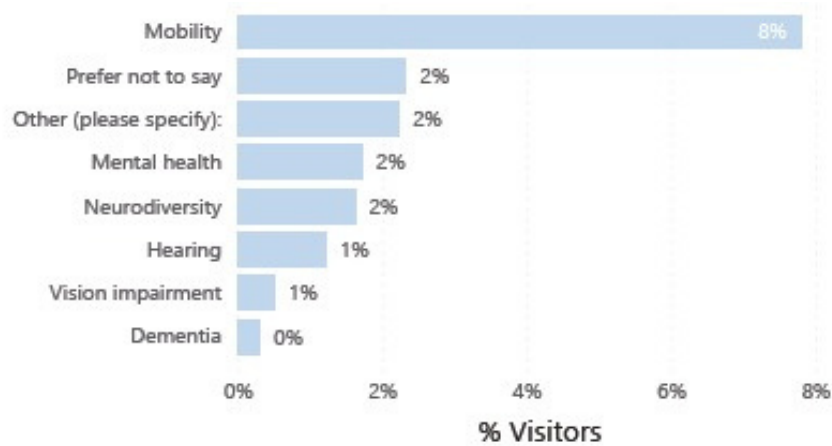
Q.13 What is your ethnic group - Standardised Answer

Q.13 Ethnic Group	% Responses
White: English / Welsh / Scottish / Northern Irish / British	84.8%
Prefer not to say	5.6%
Other (please specify)	3.7%
White: Irish	1.5%
White: Other White background	1.4%
Mixed: Other mixed or multiple ethnic background	0.5%
Mixed: White and Asian	0.4%
Mixed: White and Black Caribbean	0.4%
Asian or Asian British: Indian	0.3%
Black or Black British: Caribbean	0.3%
Mixed: White and Black African	0.3%
Asian or Asian British: Other Asian background	0.2%
White: Gypsy or Irish Traveller	0.2%
Arab	0.1%
Asian or Asian British: Bangladeshi	0.1%
Black or Black British: African	0.1%

Q14. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?



Q15. Is the nature of your health problem and/or disability related to any of the following?



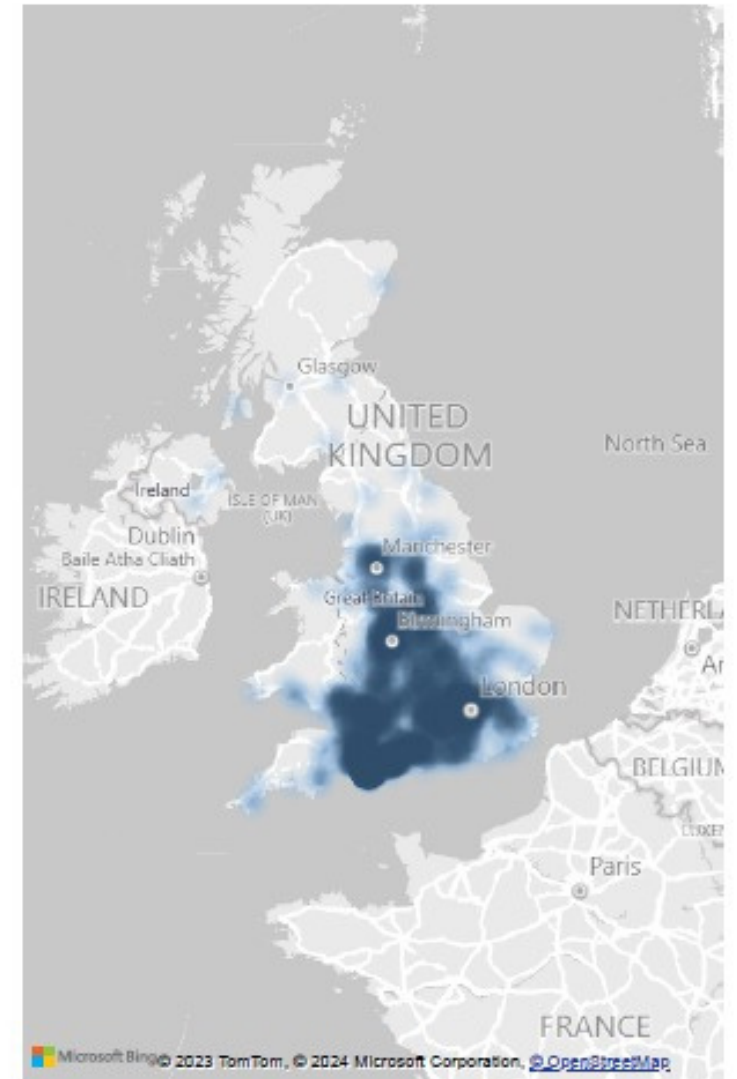
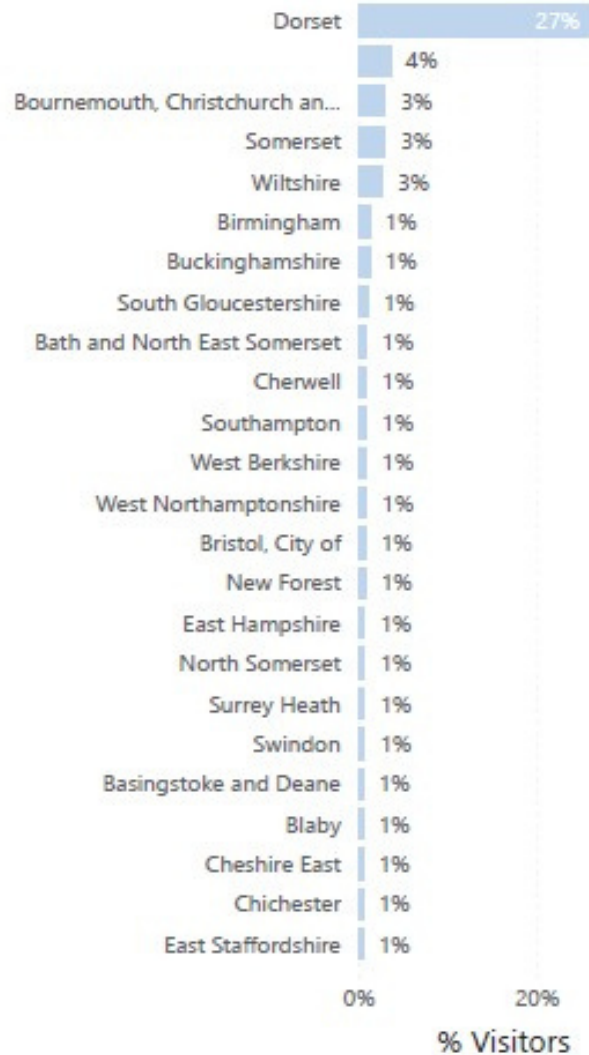
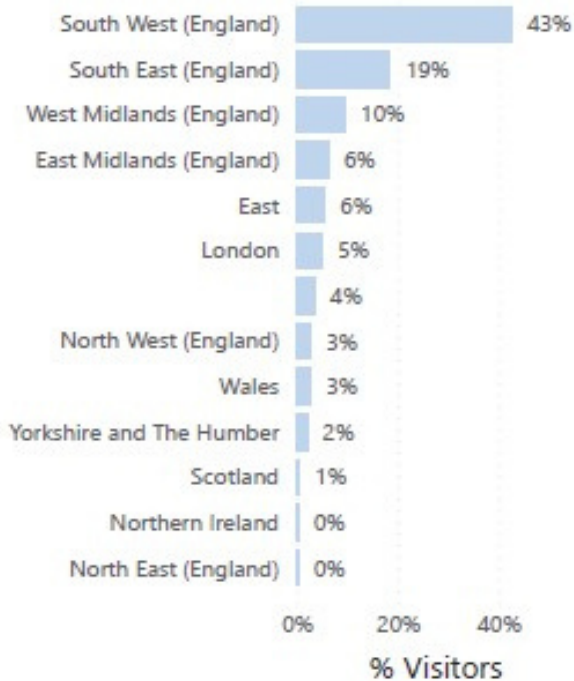
Q16. Please tell us more about your health problem or disability so that we may improve your visitor experience in the museum.

- Accessible toilets, stocked with toilet roll.
- All was accessible. Aware of the availability of the lift
- Arthritis
- Arthritis in both knee.
- Deaf in left ear
- Arthritis in both knees
- As I suffer with c o p d wheelchair access etc is needed more I think
- Asthma, arthritis and C.O.P.D.
- Bad back. I managed fine.
- Cancer which leaves shortage of breath.
- Cervical Spondylitis, degenerative discs in Spine, nerve compression
- Degenerative disc disease
- Did not impact on visiting here
- Feel tired/weary
- Fibro
- Fibromyalgia
- Fibromyalgia, so affects all joints
- Following treatment for a brain tumour I get very tired walking long distances and at times I'm a little unstable
- Great visit
- Have failed back surgery and osteoarthritis so walk with crutches
- Have trouble walking
- He's really annoying
- Heart and knee issues
- Hip replacement.
- I am autistic
- I suffer from a bad back and found all the steps difficult. I did use your lift and that was very helpful
- I'm fine as long as I take my time. I enjoy doing as much as I can

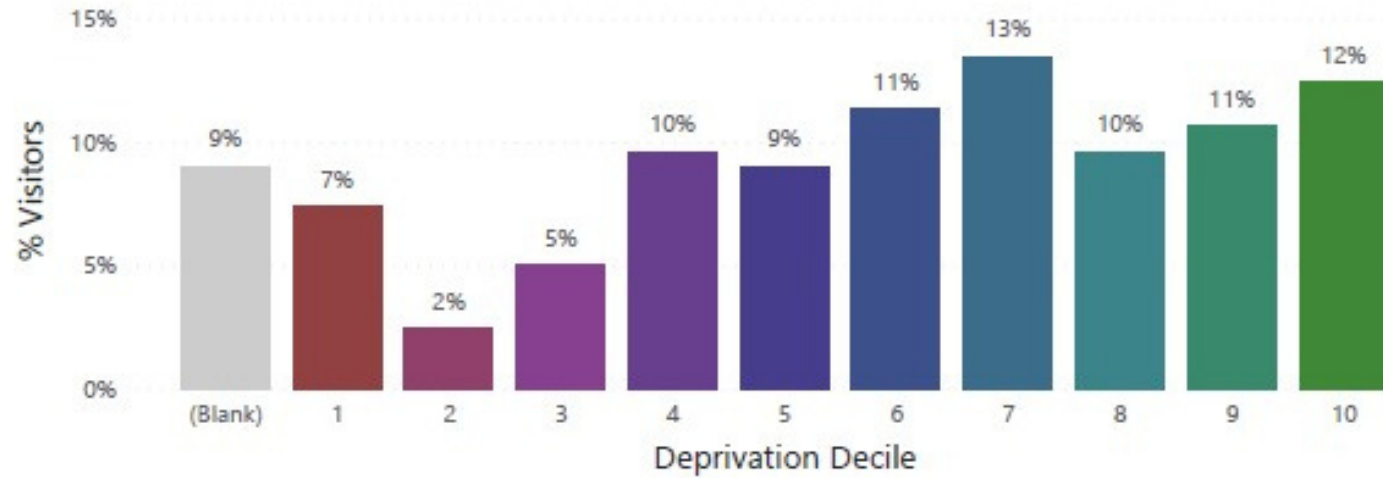
Q17. Please tell us your full UK home postcode or, if you live overseas, your country of residence. If you are military, then please use your current base.

12% of visitors lived within **5 km** of Nothe Fort

50% of visitors lived within **124 km** of Nothe Fort

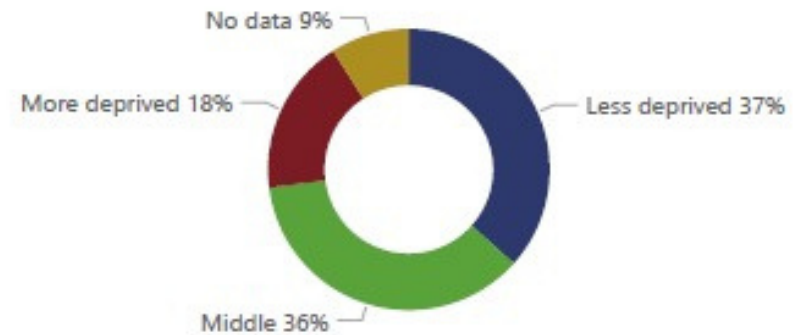


Q17. continued.

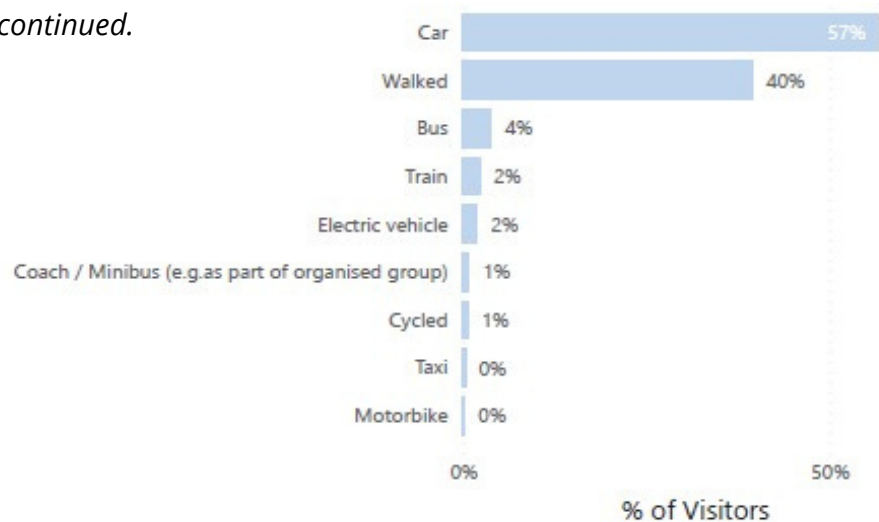


This data uses deprivation deciles based on the Index of Multiple Deprivation 2019 (IMD 2019). Decile 1 represents the most deprived 10% (or decile) of small areas in England and Decile 10 represents the least deprived 10% (or decile) of small areas in England.

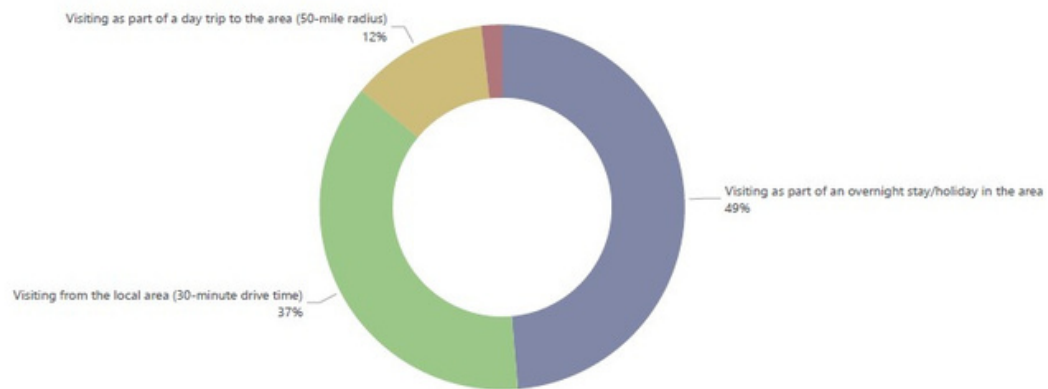
For example, in this data set 7% of visitors to Nothe Fort are from Decile 1, the most deprived 10% of small areas in England.



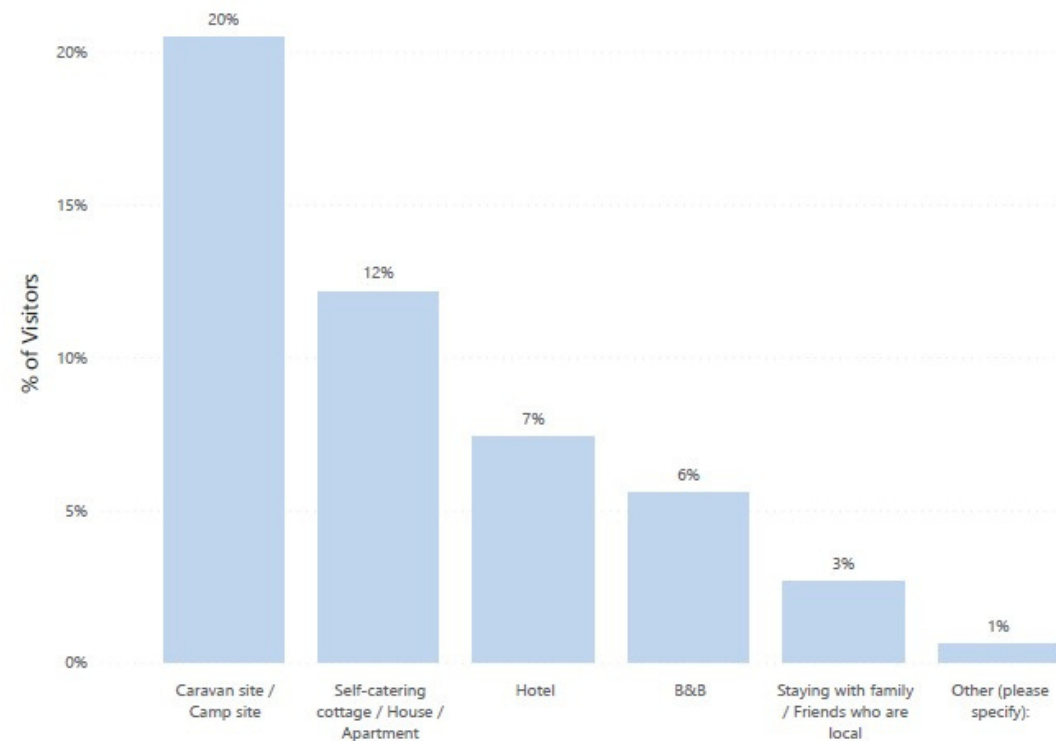
Q8. continued.



Q9. Which of the following best describes your visit today?

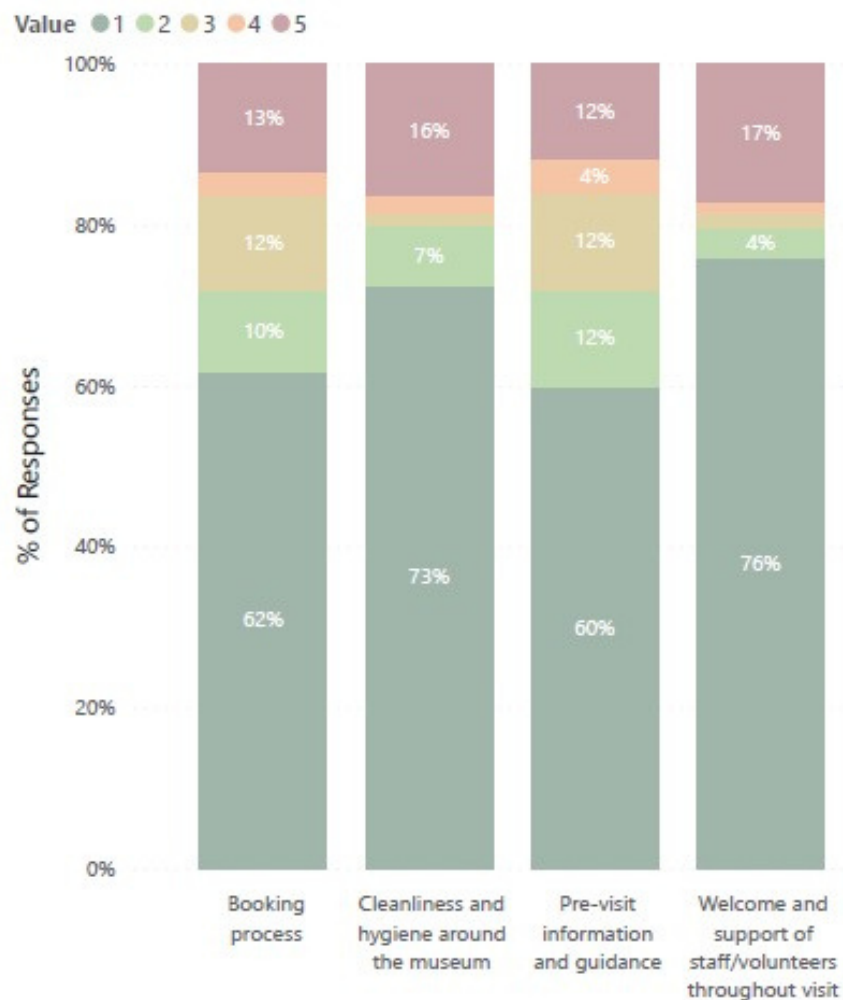


Q10. If you are visiting the museum as part of an overnight stay/holiday in the area, please tell us which option best describes your holiday accommodation.



Q4. On a scale of 1 - 5, please rate how each of the following methods made you feel about visiting the museum today. 1 = very comfortable / 2 = comfortable / 3 = neutral / 4 = uncomfortable / 5 = very uncomfortable.

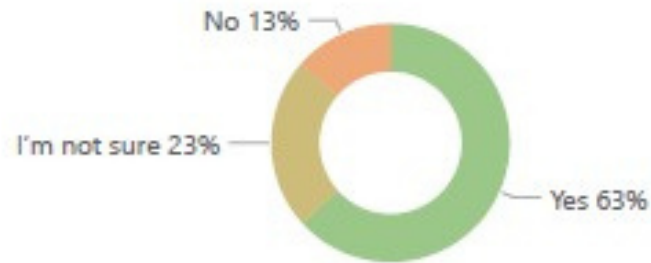
% of Responses by Q4. Methods and Value



Q4. Methods	Average of Value
Booking process	1.96
Cleanliness and hygiene around the museum	1.82
Pre-visit information and guidance	1.96
Welcome and support of staff/volunteers throughout visit	1.80

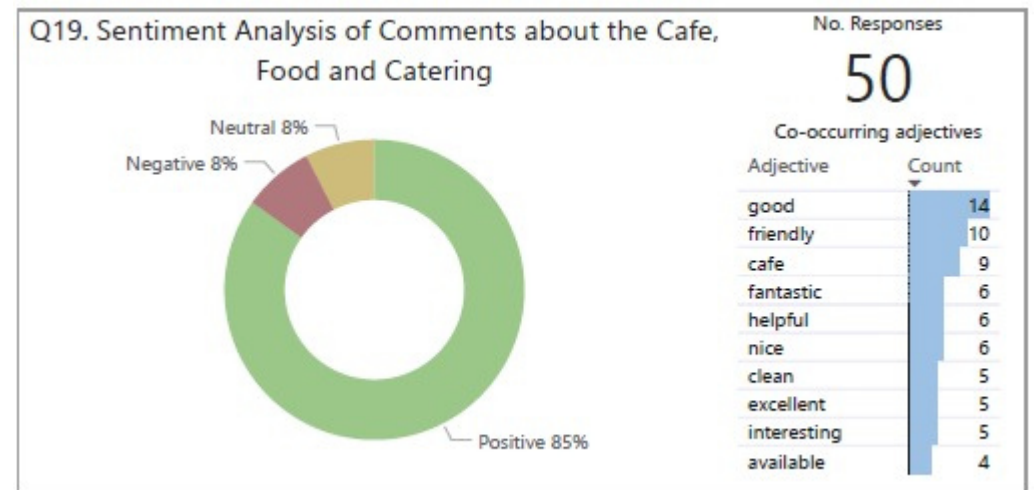
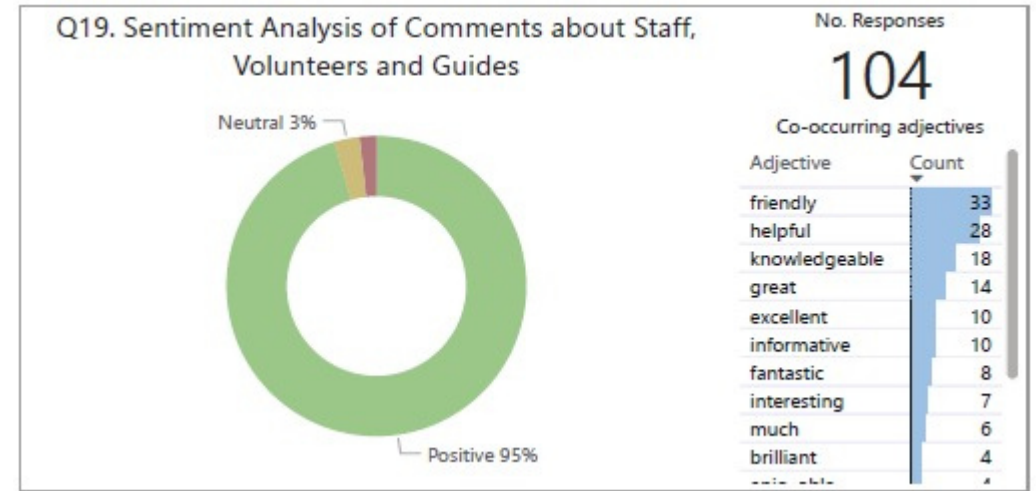
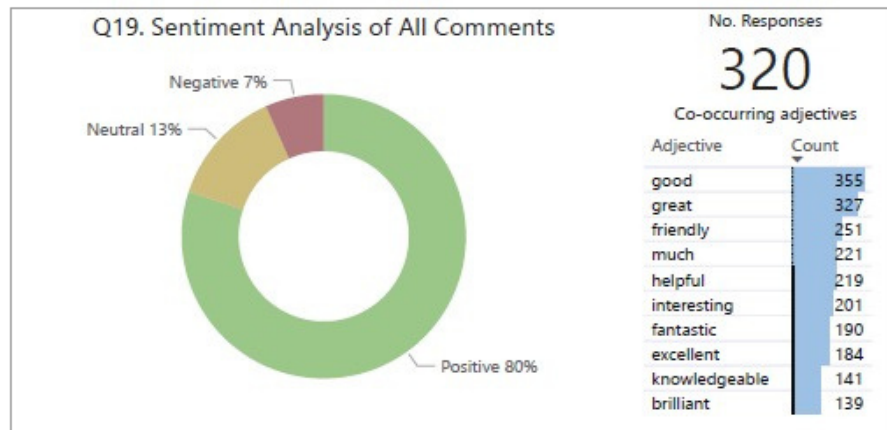
Q4. Methods	Average of Value	Q4. Comments
Booking process	1.96	
Booking process	1.00	Absolutely spot on
Booking process	1.00	All staff very friendly and helpful
Booking process	1.00	All were very welcoming
Booking process	1.00	Amazing establishment. I travelled from Canada to see my elderly mother years and never been. She loved the place and will become a place we w
Booking process	1.00	Amazing set up. No hassle. No trouble
Booking process	1.00	An excellent place to visit
Booking process	5.00	Awesomeness of the volunteers
Booking process	5.00	Brilliantly friendly and welcoming staff and volunteers. We had a fabulou
Booking process	5.00	Clean tidy place and lots of interesting facts and exhibitions on display. A worth visiting
Booking process	5.00	Considering that there was flooding 2 days before, there was no issues
Booking process	1.00	Did not book
Booking process	1.00	Didn't use booking but you have to score it
Booking process	1.00	Didn't use facilities but looking round it looked clean
Booking process	2.00	Dog friendly
Booking process	3.00	Every member of staff/volunteers were so friendly and welcoming, partic
Booking process	1.00	Everybody was incredibly nice and informative.
Booking process	1.00	Everyone was polite and friendly.
Booking process	1.00	Excellent clean toilets

Q18. We would like you to let us know if your museum visit has improved your wellbeing.



Q22. If you have any further comments about your visit then please provide them in the box below.

Visitor comments were cleaned, tokenised into sentences and the Natural Language Toolkit (NLTK) sentiment analyser VADER was used to score the positive, negative and neutral language in the sentences and generate a compound sentiment score for each one. A compound score higher than 0.05 was marked as positive, lower than -0.05 was marked as negative and anything in between these two values were marked as neutral. The light-touch sentiment analysis that has been applied here is useful in helping museums to measure, on a top level, how their visitors perceive them and to gain a sense of the impact of visitor experience and sentiment to help better understand visitor needs.

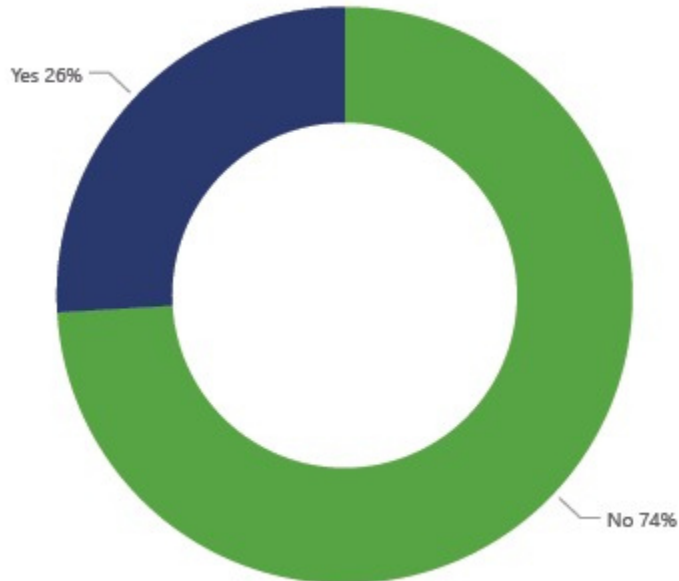


Bespoke questions

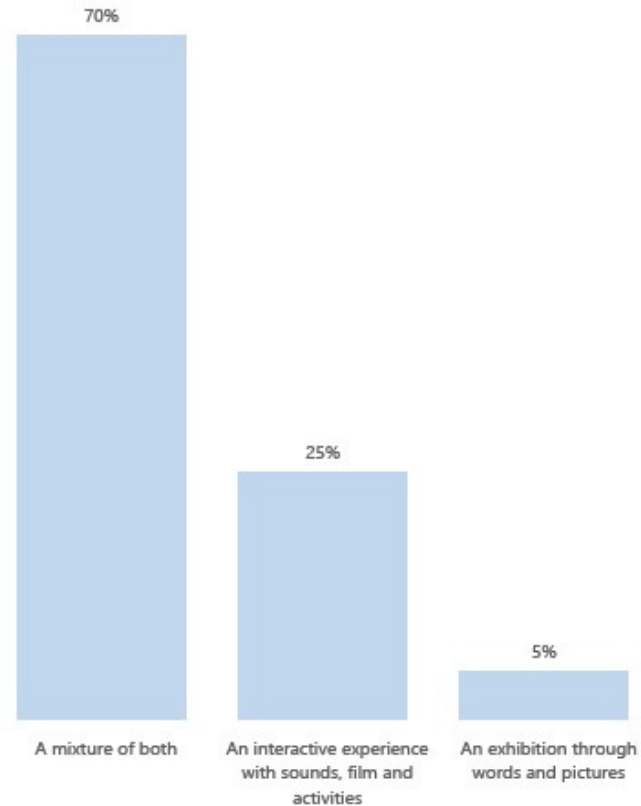
Each museum had the option to include a series of bespoke questions at the end of their South West Visitor Insights surveys.

These questions were to enable the museums to seek additional information from their visitors and, across the cohort, included a range of questions on varying aspects of museum operations as well as on visitor attitudes towards plans for the future. These questions were developed outside of the standard practice and guidelines used to develop the core South West Visitor Insights surveys. Because of this and due to variation of bespoke questions amongst the cohort of museums, the possibility of future benchmarking against other organisations or open-source data sets may prove challenging, however the intentions to seek additional, and specific, information from visitors to individual museums is clear and the resulting data is undoubtedly useful and useable.

Q19. Before your visit, did you know that Nothe Fort had a Nuclear Shelter?



Q20. Please give us your advice on how we should tell the story of the Nuclear Shelter. Would you like...?



Q21. Was your visit good value for money?

