



Final Visitor Research Report
2008-10:
Scottish Science Centre
Evaluation

**FINAL VISITOR RESEARCH REPORT 2008-10:
SCOTTISH SCIENCE CENTRE EVALUATION**

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Scottish Government Social Research
2011

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Table of Contents

1	EXECUTIVE SUMMARY	1
2	INTRODUCTION	3
3	METHODOLOGY AND SAMPLING	5
4	VISITORS TO SCOTTISH SCIENCE CENTRES: SURVEY RESPONDENTS' PROFILE, EXPERIENCES AND OUTCOMES	7
5	VISIT SEGMENTATION	18
6	OUR DYNAMIC EARTH - RESULTS AND TRENDS	24
7	GLASGOW SCIENCE CENTRE - RESULTS AND TRENDS	36
8	DUNDEE SCIENCE CENTRE - RESULTS AND TRENDS	48
9	SATROSPHERE - RESULTS AND TRENDS	59
10	CONCLUSIONS AND RECOMMENDATIONS	69
11	DATA APPENDIX	72
	TECHNICAL NOTE	72
	DATA TABLES	75

1 EXECUTIVE SUMMARY

Aims of the research

- 1.1 The aim of this research was to gather information on the visitor experience and satisfaction during visits made to Scottish Science Centres – Satrosphere, Dundee Science Centre, Our Dynamic Earth and Glasgow Science Centre.
- 1.2 This document reports on the findings of a visitor survey administered at the four centres throughout 2008/09 and 2009/10, with a total sample of 6,054 visitors (excluding organised groups and school parties).

Key overall findings

- 1.3 Whilst visitor profile, extent of outcomes delivered and level of satisfaction varied between venues, the overall picture from the two years of research has established that the Scottish Science Centres are family-friendly visitor attractions delivering significant learning outcomes around science.
- 1.4 The research found that the Centres delivered a wide range of outcomes, from simply providing an enjoyable and social day out, through to more profound outcomes such as inspiring people to change their lifestyle or explore certain topics in more detail. Some visitors experienced significant shifts in perspective, with 3 in 10 feeling that their visit had resulted in them changing their overall attitude towards science.
- 1.5 The data collected over the two-year period allowed a segmentation system of the Science Centres' market to be developed. Seven segments have been identified, with each segment sharing specific needs and patterns of behaviour. These segments are described in detail in chapter 5 of this report, and some are referred to within this executive summary.
- 1.6 Family visitors made up the majority of the Science Centre audience, at just under three-quarters of visitors, and they responded very well to the overall offer, being more highly satisfied overall, more likely than adult-only groups to be advocates of the Centres and more likely to return in future. Such visitors seek intellectual stimulation for their children, and for the majority of family visitors this was their main priority. These families for whom intellectual stimulation is a main priority form a segment referred to as Learning families.
- 1.7 The Centres also attracted a large number of socially-motivated families: Kids first families. These visitors have become more important to the Centres overall, being the only visitor segment to grow in terms of visit numbers over the two years. These visitors were attracted and retained because the Centres are effective at entertaining their children. However, the results show there is room to develop engagement and the Centres' relationship with this segment, with Kids first parents feeling less comfortable than Learning families in a Science Centre environment and taking the attitude that the visit is really for the kids, rather than seeking to get anything out of it for themselves. They were less likely than Learning families to have achieved the Centres' learning outcomes, and they finished a visit less satisfied overall.

- 1.8 Adult visitors were generally less satisfied with their visit than families and this has translated into lower propensity to return and recommend a visit to others. Despite these findings, the evidence suggests that adult visitors have been engaged to a deeper level throughout the second year of research, being, for example, more likely to strongly agree with the Centres' learning outcomes.
- 1.9 Year 2 of the research has shown that the audience for the Science Centres is broadening, with visitors from lower socio-economic groups, and those with little or no knowledge of science, representing a higher proportion of the audience when compared to Year 1.
- 1.10 The Centres have been successful in engaging their local audiences, but have increasingly attracted greater proportions of overseas visitors – certainly this is true of the venues based Edinburgh and Glasgow, indicating that the Centres have gained ground in the attractions market.
- 1.11 A greater proportion of visitors arrived with no expectations of a visit in the second year of research suggesting that visitors were less aware of the overall offer of the Centres and their different elements. In addition, visitors were less likely to be able to name other Science Centres elsewhere in the second year. This fall in awareness is related to the uplift in the proportion of overseas visitors and first-time visitors reported in 2009/10.
- 1.12 The visit figures for the Centres show that visiting levels have fallen in the second year of research, but considering the economic downturn and consequent changing consumer habits, visiting levels have not fared too badly, and visitors were more likely to perceive a visit as offering value for money overall in the second year of research.
- 1.13 Both satisfaction and perceived value for money increased in the second year of research, and these improvements have translated into visitors having greater propensity to recommend a visit to others and to make a return visit.
- 1.14 The findings to this research are consolidated in Chapter 10: Conclusions and Recommendations.

2 INTRODUCTION

Background

2.1 The Office of the Chief Scientific Adviser (OCSA) provides support to the Scottish Science Centres to engage with and inspire the general public about science. The Office of the Chief Researcher (OCR) worked in collaboration with OCSA and the Scottish Science Centres to develop an Evaluation Framework which gathered information on the impact of the Centres on science engagement at local and national levels.

The brief

2.2 As part of this evidence gathering, OCR, on behalf of the OCSA, commissioned Morris Hargreaves McIntyre to undertake visitor surveys across four Scottish Science Centres: Satrosphere (Aberdeen), Dundee Science Centre (Dundee), Our Dynamic Earth (Edinburgh) and Glasgow Science Centre. These visitor surveys took place on a rolling basis over a period of 1 year and 11 months, from October 2008 to August 2010.

2.3 This research contributes to one of a number of evidence work streams that together contribute to the Scottish Science Centres Evaluation Framework for engagement.

Aims and objectives

2.4 The aim of the research was to gather information on visitor experience and satisfaction during visits made to each of the Science Centres. The objectives were to:

- Profile visitors to the Scottish Science Centres
- Gauge immediate reactions/impact on visitors
- Identify how the visitor experience might be improved

Overview

2.5 The findings show that the Scottish Science Centres are family-friendly visitor attractions delivering significant learning outcomes to visitors. They have been most successful in meeting the needs of families driven by the motivation to educate their children. Whilst those families who place more of an emphasis on socialising and entertainment and adult-only groups enjoy their visit and learn something, there is scope to deepen their engagement and help them get even more from their visits.

Reading this report

2.6 This report is divided into eight chapters:

- Chapter 3 outlines the methodology
- Chapter 4 reports on the combined results across all four Science Centres (all-Centres total), comparing findings for Years 1 (2008/09) and 2

(2009/10). This includes examination of overall visitor profile, motivations for visiting, the visit experience, satisfaction and outcomes delivered, as well as potential improvements.

- Chapter 5 presents the market segmentation system for the Scottish Science Centres' current audience, which divides the market into different visiting groups based on certain characteristics such as visit motivations and visiting frequency.
- Chapters 6 – 9 present data for each of the four Science Centres: Our Dynamic Earth, Glasgow Science Centre, Dundee Science Centre and Satrosphere. These chapters begin with a short summary of findings, followed by exploration of visitor profile, motivations for visiting, the visit experience, satisfaction and outcomes delivered, as well as potential improvements. Where relevant, comparisons with the all-centres total are drawn to highlight the particular profile and issues at each centre.
- Chapter 10 summarises the key conclusions drawn from analysis of the data, and suggests possible recommendations based on these.

Terms used in this report

- 2.7 Base: the number of individual respondents to any given question on the survey
- 2.8 Family visit: a visit made to the Science Centre(s) as part of a visitor group that includes accompanied children under 16 years of age
- 2.9 Family visitor: an individual making a visit as part of a visitor group that includes accompanied children under 16 years of age
- 2.10 First-time visitor: an individual making their first ever visit to the Science Centre
- 2.11 Lapsed visitor: an individual who prior to the survey visit last visited the Science Centre more than one year ago
- 2.12 Regular visitor: an individual making a repeat visit within the past 12 months
- 2.13 Segmenting the market: a segmentation system allows the Science Centres' market to be divided into groups or segments, with shared needs and patterns in behaviour. The research identified seven key segments for the Science Centres' current market that are explored in detail in chapter 5 of this report
- 2.14 Visitor group: the number of individuals comprising a visiting party. Please note that only one individual per visitor group is surveyed, but data on key demographic questions for all members of the group is collected to account for under-16 year olds and to provide a more complete picture of the whole audience.

3 METHODOLOGY AND SAMPLING

Methodology

- 3.1 A visitor survey was conducted with current visitors at the four sites from October 2008 to August 2010. The survey was interviewer-led, and conducted at random with adult visitors (i.e. those aged 16 or over) at venue exits.
- 3.2 An interview-led survey method was chosen: visitors to Science Centres were approached at random on exit from Science Centres. Shifts tended to be programmed for weekends and days when the Centres would be busiest to maximise the samples. The results are not representative of all visitors or the Scottish population as a whole.
- 3.3 The visitor survey was designed to provide each of the Science Centres with information regarding:
- Visitor profile (origin, ethnicity, socio-economic group, gender, age, disability, children and families and group composition)
 - Visitor behaviour (visiting patterns, accessibility, awareness and cross-over between the Centres and other similar attractions)
 - Motivations for visiting
 - Visitor experience and impact of visiting (expectations, outcomes, satisfaction, likelihood to recommend, likelihood to re-visit)

Sampling

- 3.4 The following samples were achieved during the research period 2008-9:

Venue	Oct – Dec	Jan - Mar	Apr - Jun	Jul - Sept	Total
Our Dynamic Earth	196	111	123	496	926
Glasgow Science Centre	190	189	78	346	803
Dundee Science Centre	121	106	54	270	551
Satrosphere	126	129	59	208	522
Total	633	535	314	1320	2802

- 3.5 The following samples were achieved during the research period 2009-10:

Venue	Oct – Dec	Jan - Mar	Apr - Jun	Jul - Aug	Total
Our Dynamic Earth	212	216	209	218	855
Glasgow Science Centre	206	200	216	215	837
Dundee Science Centre	199	208	201	201	809
Satrosphere	140	203	200	208	751
Total	757	827	826	757	3252

- 3.6 The sample was weighted to reflect visitor flow over the interview period, using visit figures supplied by Scottish Science Centres:

2008/09

Venue	Oct – Dec	Jan - Mar	Apr - Jun	Jul - Sept	Total
Our Dynamic Earth	33,903	33,411	54,621	60,781	182,716
Glasgow Science Centre	76,895	34,287	39,347	95,604	246,133
Dundee Science Centre	12,774	11,999	18,844	28,978	72,595
Satrosphere	8,135	8,105	15,004	14,243	45,487
Total	131,707	87,802	127,816	199,606	546,931

2009/10

Venue	Oct – Dec	Jan - Mar	Apr - Jun	Jul – Aug	Total
Our Dynamic Earth	32,528	30,893	52,442	52,078	167,941
Glasgow Science Centre	34,360	25,916	57,056	94,395	211,727
Dundee Science Centre	12,607	9,664	10,510	15,209	47,991
Satrosphere	9,249	15,771	14,490	16,824	56,334
Total	88,744	82,245	134,498	178,506	483,993

- 3.7 In 2009/10 the surveying period ended in August rather than September for the final quarter of research, so the total duration of research took place over 1 year and 11 months. For ease of reference, however, this report will refer to 'Year 1', 'Year 2' and 'two years of research'.
- 3.8 Please note organised groups, including school groups, were excluded from the research.
- 3.9 Our intention was to collect a sample of 200 per quarter, per centre. As the tables above under 3.4 and 3.5 show, this target was not achieved at every centre in each Quarter during the first year of research, although target was generally met or exceeded throughout the second year of research.
- 3.10 For more detail on methodology, sampling and notes on how to read the data supplied at the end of this report, please see Chapter 11, *Data appendix*.

4 VISITORS TO SCOTTISH SCIENCE CENTRES: SURVEY RESPONDENTS' PROFILE, EXPERIENCES AND OUTCOMES

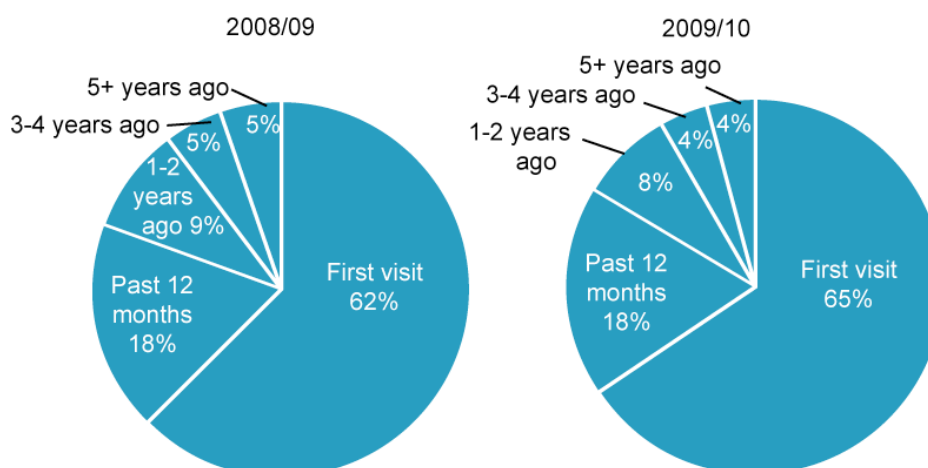
Introduction

- 4.1 This chapter provides an overview of results for visitors to Scottish Science Centres, comparing results for Year 1 (2008/09) alongside those for Year 2 (2009/10) and identifying where there have been significant changes and trends. The chapter examines findings on visitor profile, motivation, the visit experience, outcomes delivered to visitors and visitor satisfaction, and potential improvements identified through the survey.
- 4.2 All percentage results shown below are weighted data from the visitor survey results. Most results are from the responses of the individual interviewed only. The total base for these responses is 2,802 in Year 1 and 3,252 in Year 2.
- 4.3 Demographic data relating to age, gender and ethnicity however was collected for all members of the visiting party in order to capture a more complete picture of the whole audience for the Centres. Where this is the case, the sample size will be larger and will be noted as 'group data'. The bases for these results are 18,089 for age, 18,156 for gender and 18,092 for ethnicity across the 2 years of research.

Visitor profile

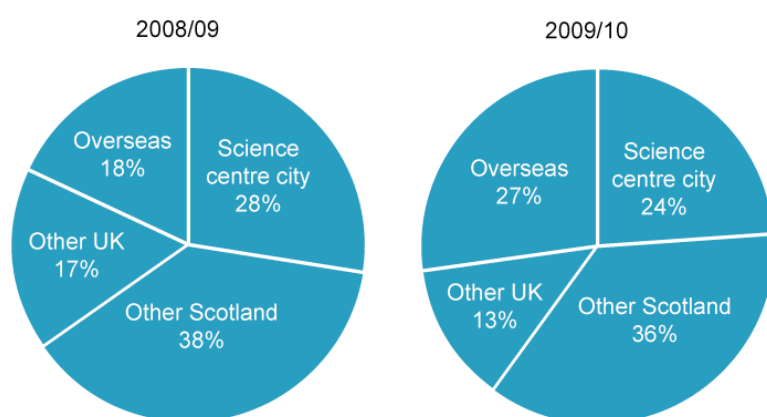
Repeat and first time visiting

- 4.4 The majority of visits to Scottish Science Centres over the two years of research were made by first time visitors. The proportion of first time visitors was highest during October – December 2009 and July – August 2010 (67% in both cases).



Origin

4.5 The majority of visits to Science Centres were made by Scottish residents, although the prominence of this more local audience was less pronounced in the second year of research, and there was an uplift in the proportion of visitors from overseas. The increased presence of an overseas market is also demonstrated in wider tourist trends, with Visit Scotland reporting the number of overseas tourists increasing by 8 million between 2008 and 2009¹.



4.6 Visits from within Scotland, both those local to the venues and elsewhere, peak in January – March, possibly due to the Easter holidays taking place in April of both years.

4.7 Overseas visitors were most likely to visit in summer months July – August / September, consistent with increased overseas tourism to Scotland during this season.

Social grade

4.8 In both Years 1 and 2 the majority of the audience was from the higher ABC1 social groupings. In Year 2 of the research, however, there was a significant increase in the proportion of visitors from the lower C2DE groups, representing 31% of visits compared to 24% in Year 1.

Age

4.9 The age profile (based on group data) reflects the large proportion of visits made by families: in both Years 1 and 2, 36% of visitors were aged under 16, with 35-44 year olds making up the largest adult age group.

Gender

4.10 The gender profile of visitors across the two years showed that men and women visited in approximately equal proportions.

¹http://www.visitscotland.org/research_and_statistics/tourism_statistics/national_facts_and_figures.aspx

Disability

4.11 In Year 2 of the research 3% of visitors reported having a long-standing disability or infirmity, a decrease of two percentage points from Year 1.

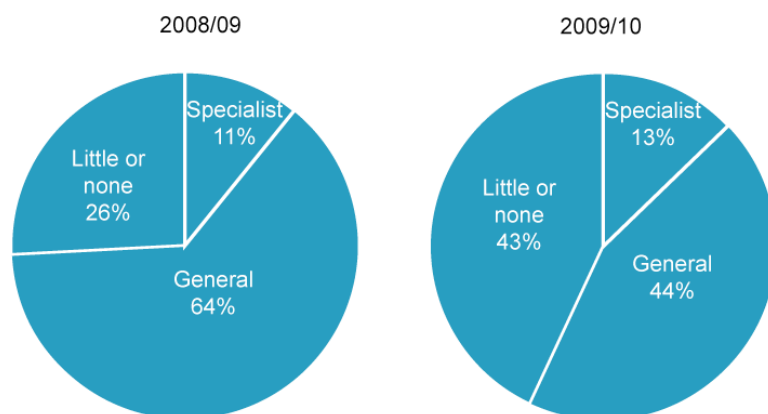
Ethnicity

4.12 In Year 2, 6% of visitors were from Black and minority ethnic backgrounds compared to 5% in Year 1 (group data).

4.13 Changes in visitor ethnicity profile across the two years of data are related to changes in origin. For example, there has been an increase in the proportion of 'White other' visitors (12% Year 1, 15% Year 2) consistent with the rise in overseas visitors reported above. Meanwhile there has been a decrease in the proportion of 'English' ethnicity (15% Year 1, 10% Year 2) consistent with a fall in visitors from the UK outside Scotland.

Existing knowledge of the subject

4.14 In the first year of research, the majority of visitors claimed general knowledge of the subject areas covered, however in 2009/10 visitors were only slightly more likely to claim general knowledge than little or no knowledge. In Year 2 there was a significant increase in the proportion of visitors with little or no knowledge of science. This shift in knowledge profile is likely to be related to a combination of factors such as the slight rise in first-time visitors, the rise in overseas tourists and the rise in mainly socially-driven visitors (as explored in section 4.21).



4.15 In both years 18% of respondents had a professional or academic involvement with science: 55% of these respondents were studying or teaching a related subject.

Awareness of other Scottish Science Centres

4.16 Awareness of other Science Centres fell in the second year of research. In 2008/09, 32% of respondents could name (unprompted) one or more other Science Centre in Scotland, other than the centre where they were interviewed, compared to 26% in Year 2.

The decision to visit

Motivations

4.17 'Motivation' in this context means the fundamental benefits that the visitor is seeking from a visit. This is different from prompts for a visit (e.g. advertising) or the elements of the offer visitors hope to use (e.g. particular exhibition).

4.18 These motives are what make people set off for a visit. As visitors enter the building, these motives become expectations and then become outcomes at the end of the visit. By measuring these motives, expectations and outcomes with visitors we can gain deeper insight into the impact of the visit.

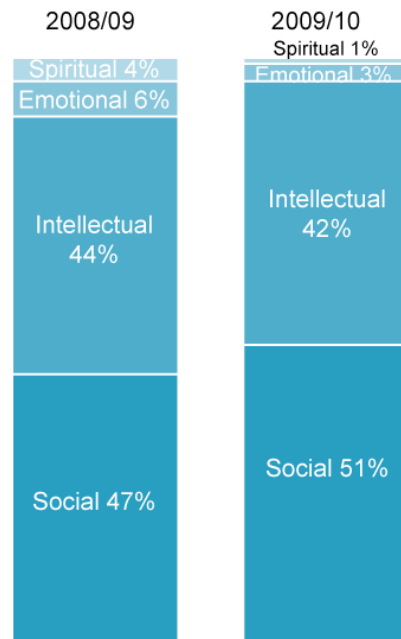
4.19 Based on extensive previous research with museum and gallery visitors, we have classified different motivations for making a visit. The left hand column below shows how we have grouped these statements into four key drivers: spiritual, emotional, intellectual and social.

Motivations		
Generic	Statement	Abbreviation
Spiritual	Reflect on big issues that affect us all	Reflection
	To be inspired by great scientific ideas and inventions	Inspiration
	Stimulate my own creativity and ideas	Stimulate creativity
Emotional	See awe-inspiring and fascinating exhibits / interactives	Awe and wonder
	Gain a deeper insight into science	Insight
Intellectual	I've a connection to the subjects covered here	Connection
	I've an academic / professional interest in the subject	Academic /prof. interest
	I've a personal / hobby interest in the subject	Hobby / personal interest
	Improve my own knowledge and understanding	Self-improvement
	Encourage children's interest in science / technology	Encourage children's interest
Social	Enjoyable place to spend time with other people	Enjoyable
	It's one of the major attractions in the area	To see to do

4.20 At each point on the hierarchy visitors have different needs. Meeting these needs is the visitors' primary motivation for visiting and is also, therefore, their minimum expectation of a visit. In moving up the hierarchy from social to spiritual motivators, visitors experience increasing levels of engagement with the venue's content. The further up the hierarchy visitors move, and the more outcomes they experience, the more fulfilling and rewarding their visit.

4.21 The table below shows the motivations of visitors to Science Centres in 2009/10. Visitors were asked to choose all their motivations for visiting, and then to pick their main one. The graph on the right compares visitors' main motivations for 2008/09 with those for 2009/10.

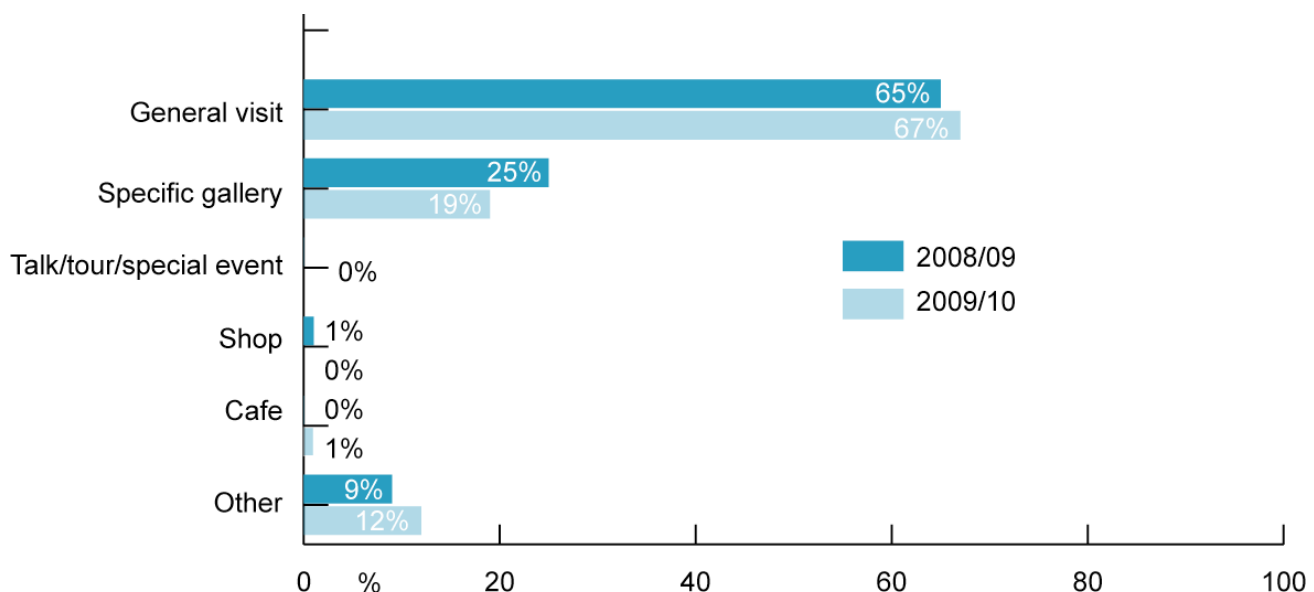
Visit motivations: 2009/10			
Generic	Motivation	All	Main
Spiritual	Reflection	5%	1%
	Inspiration	5%	0%
	Stimulate creativity	6%	0%
Emotional	Awe and wonder	9%	1%
	Insight	12%	2%
Intellectual	Connection	2%	0%
	Academic / prof. interest	5%	3%
	Hobby / personal interest	8%	3%
	Self-improvement	21%	7%
	Encourage children's interest	41%	32%
Social	Enjoyable	41%	19%
	To see to do	58%	31%



4.22 The results show that the majority of visits were either socially or intellectually motivated. Nearly 6 in 10 visits in 2009/10 had at least one 'day out' or 'visitor attraction' type motivation, and these were the main drivers for half of visits. A comparison of the results across the two years reveals that there has been a slight shift towards social motivations in 2009/10.

Reasons for visiting

4.23 The majority of visitors were coming for a general look around. The audience became slightly less gallery-focused in the second year of research, with just under 1 in 5 coming to see a specific exhibition or gallery compared to one-quarter in 2008/09.



4.24 Exhibitions and specific galleries are a more important driver for people making repeat visits within 12 months (35% cited this as their main reason to visit in 2009/10), illustrating the effectiveness of a changing programme in encouraging visitors to return more frequently.

4.25 In 2009/10, 8% of all visits included children who had visited a Science Centre previously on a school trip, and nearly two-thirds of these groups had been directly influenced by their child's previous experience, highlighting how welcoming school groups translates into increased independent visits.

The visit

Time spent on site

4.26 On average, a visit to a Science Centre lasted 2 hours and 12 minutes, a result recorded in both years of the research. Family groups spent on average 25 minutes longer on a visit than adult visitors.

Group composition

4.27 The vast majority of visitors visit with others.

4.28 In Year 2 73% of visitors were in a family group (ie a group including children) and 27% in an adult only group, a result that nearly mirrors those for Year 1 (72% in a family group, 28% in an adult-only group).

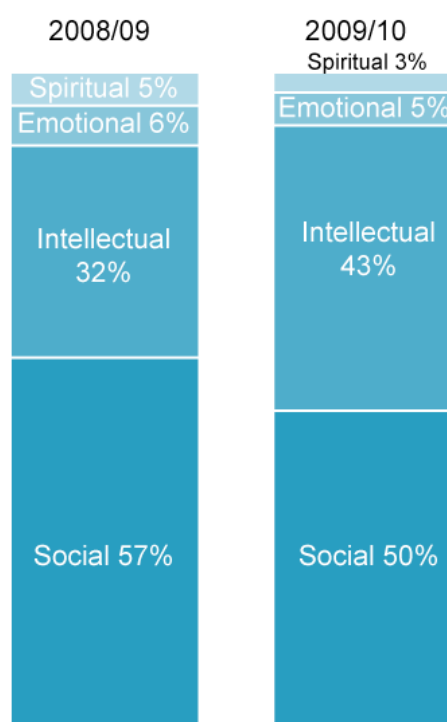
4.29 The average party size increased in the second year of research from 2.9 persons to 3.1 persons.

Outcomes

4.30 The table below compares all motivations of visitors alongside all of the outcomes they experienced. The results show that the Centres were successful in delivering a broad range of sometimes unexpected outcomes, as demonstrated by the 'net difference' column. For example, 41% of visitors were in part motivated by the social driver 'it's an enjoyable place to spend time with other people', but 80% of visitors experienced this as an outcome, giving a net difference of 39%. Visitors were also particularly surprised by the insight into science they gained as a result of their trip.

All motivations and outcomes: 2009/10				
Generic	Motivation	Motivation	Outcome	Net difference
Spiritual	Reflection	5%	12%	7%
	Inspiration	5%	7%	2%
	Stimulate creativity	6%	11%	5%
Emotional	Awe and wonder	9%	14%	5%
	Insight	12%	25%	13%
Intellectual	Connection	2%	6%	4%
	Academic / prof. interest	5%	6%	1%
	Hobby / personal interest	8%	7%	-1%
	Self-improvement	21%	28%	7%
	Encourage children's interest	41%	46%	5%
Social	Enjoyable	41%	80%	39%
	To see to do	58%	56%	-2%

4.31 After selecting all of the outcomes they experienced, visitors were asked to choose their main outcome. The graph on the right shows results for visitors' main outcome for both years of research and results are grouped under the four key categories of spiritual, emotional, intellectual and social. As can be seen in Year 2 the Centres' have been increasingly successful in delivering mainly intellectual outcomes.



Impact on attitude to science

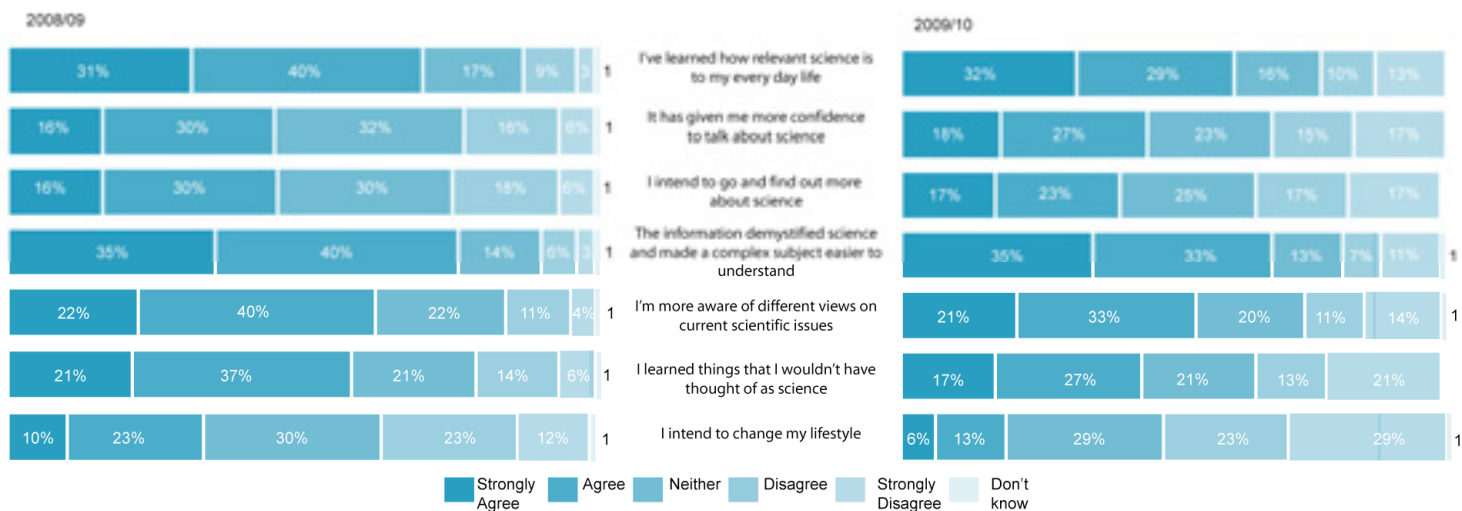
4.32 In Year 2, 29% of visitors agreed that their visit had changed their attitude to science in some way, a lower proportion than the result for Year 1 (32%). Visitors were most likely to cite having 'increased knowledge or understanding' for this change in attitude during both years of the research (33% Year 1, 32% Year 2).

4.33 In Years 1 and 2, 54% of visitors said the visit had not changed their attitude to science, most frequently because they already had knowledge or interest in the topics covered before visiting.

Learning outcomes

4.34 The chart below shows the extent of learning outcomes gained by visitors to Science Centres across the two years of research. In both years the Centres have been most effective at demystifying science and making it easier to understand, and helping visitors to understand the relevance of science to their everyday lives.

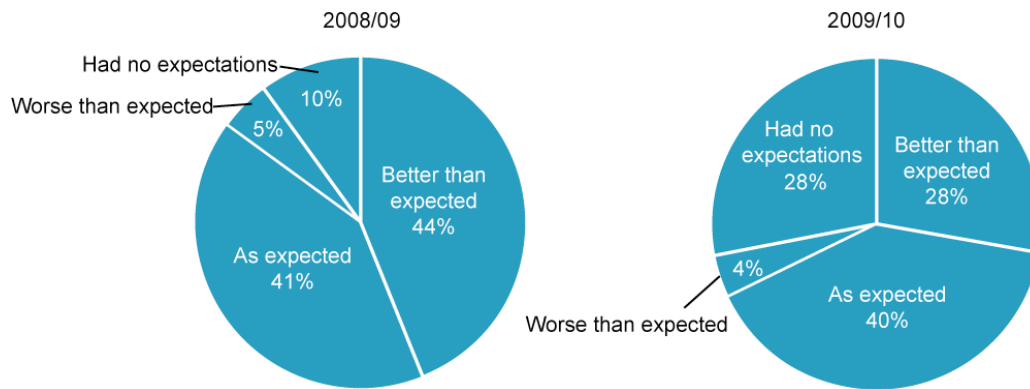
4.35 A comparison of Year 1 data against Year 2 data has shown that visitors were less likely to agree with all of the learning statements in the second year.



Satisfaction

Overall satisfaction

4.36 Visits to Science Centres exceeded expectations for just under 3 in 10 visitors in 2009/10, a significant decrease on the result for 2008/09. Family visitors were more than twice as likely as adult-only visitors to state that their visit was better than expected (34% vs 16%).



4.37 Whilst the proportion of visitors having their expectations exceeded has fallen, the proportions having their expectations met has remained constant, as has the small proportion who finished a visit disappointed, stating that their visit was worse than expected. Meanwhile the proportion of visitors having no expectations prior to visiting has more than doubled in the second year of research to 28%. This may in part be explained by the rise in overseas tourists and first-time visitors who are less likely to be aware of the Centres' proposition and overall offer.

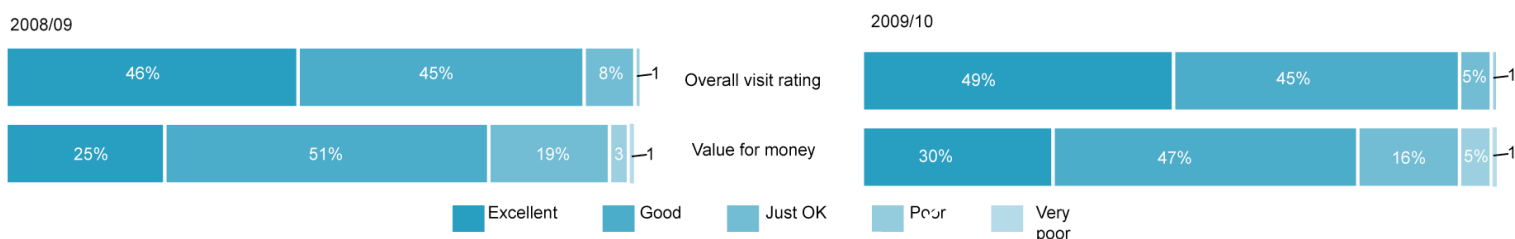
4.38 For the 28% of visitors who had their expectations exceeded in 2009/10, when asked why, the most common responses were:

- more variety and more to do than they expected (23%)
- more fun and enjoyable for children than they expected (17%)
- more interactivity than they expected (14%)

4.39 Whilst a visit may not meet the expectations of all visitors, the chart below shows that the overall visit experience was rated highly: just 1% rated it as poor. Science Centres were also seen as good value for money on the whole; just 5% rated this aspect as poor.

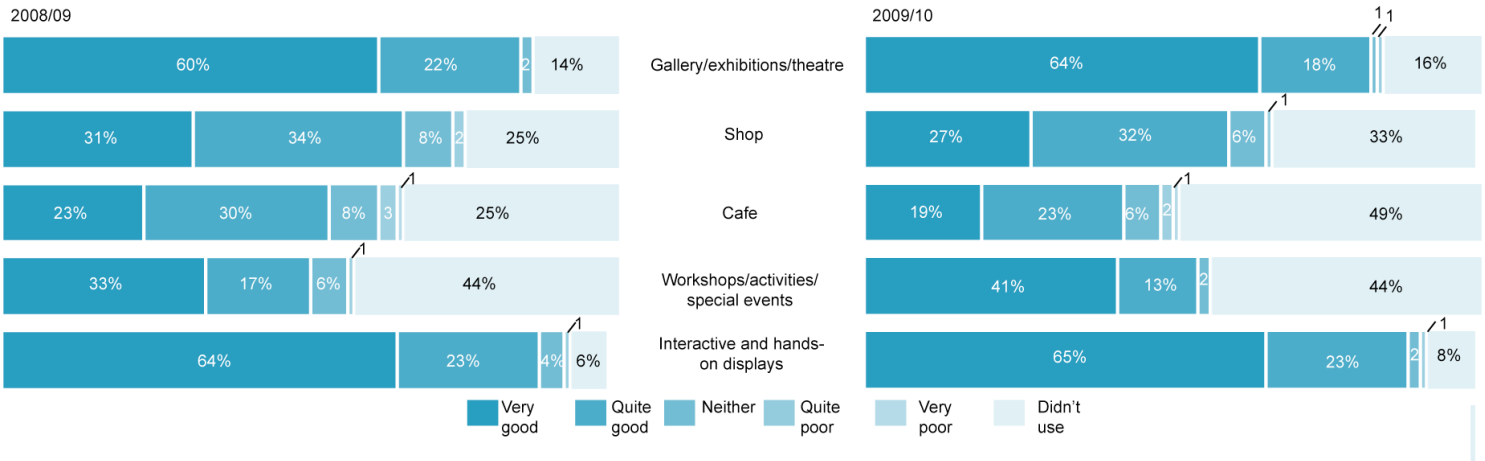
4.40 Whilst a smaller proportion of visitors had their expectations exceeded in the second year of research compared to the first year, overall satisfaction increased slightly in Year 2 with the proportion of visitors rating their visit as excellent at 49% compared to 46% in Year 1. Similarly visitors were more likely to rate their visit as excellent value for money in Year 2 (30%) compared to Year 1 (25%).

4.41 In both years families were more likely to rate their overall visit as excellent (51% in 2009/10) compared to those visiting in adult-only groups (46% in 2009/10).



Satisfaction with elements of the visit

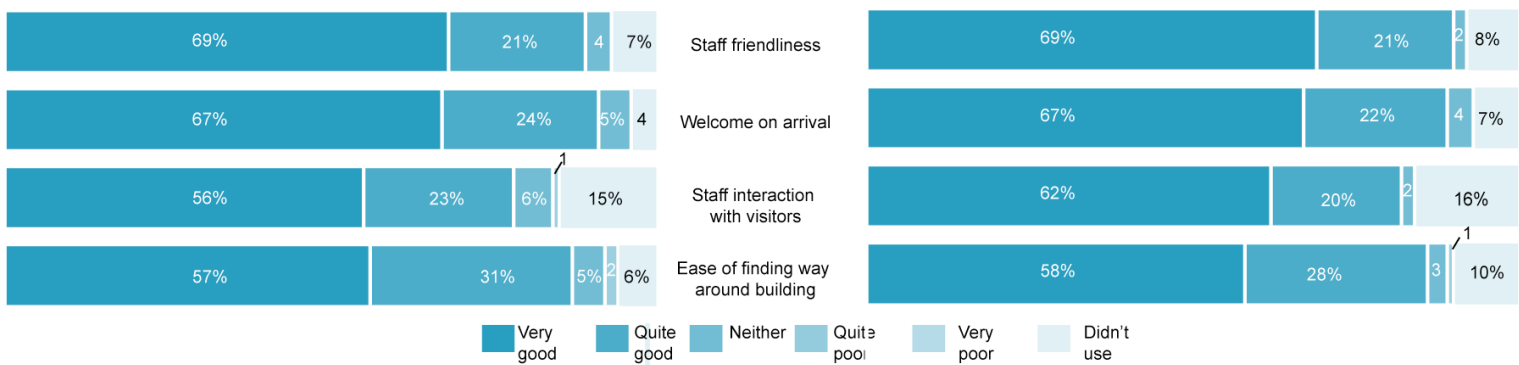
4.42 The chart below shows levels of satisfaction with individual elements of the Science Centres' offer. The highest-rated elements across both years of research were the gallery spaces and interactive displays.



4.43 With the exception of the Centres' shops, all elements of the visit were more highly rated in Year 2 of the research than Year 1. The biggest improvement was in satisfaction with workshops / activities / special events; these were rated as very good by 58% of users in Year 1 compared to 72% in Year 2.

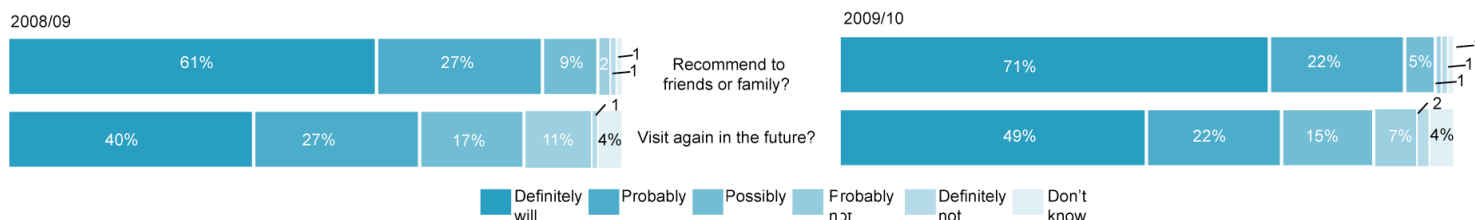
4.44 The results suggest there is scope to improve the café and to some extent the shop facilities as they received the lowest proportion of 'very good' ratings from visitors.

4.45 The chart below shows levels of satisfaction with staff and wayfinding at Science Centres. Visitors were highly satisfied with these elements and particularly appreciated staff for their friendliness and the welcome they gave on arrival. Satisfaction with all of the elements below increased slightly amongst those who used them in Year 2.



Recommendation and returning

4.46 Propensity to recommend and return both increased significantly in the second year of research, reflecting the increases in overall satisfaction and perceived value for money reported above. People making a repeat visit within 12 months were the strongest advocates for Science Centres: 75% would definitely recommend compared to 65% of first-timers and 60% of lapsed repeat visitors. Families were also more likely to recommend than adults (69% vs 59%).



Potential improvements

4.47 The table below shows the extent of suggestions for particular improvements. These results were coded from open-ended responses given by visitors at the end of the survey. Where respondents gave more than one suggestion for improvement, each suggestion has been coded separately, thus results total more than 100%.

Thinking about your visit today, what, if anything, do you think could be improved? - Coded	2008/09	2009/10
Base	2802	3252
Nothing.	42%	50%
Expensive or over-priced (including car park).	13%	15%
Café, shop or food.	10%	8%
Signage and layout of the museum – negative.	7%	3%
Things not working.	5%	4%
More interactivity / workshops for children.	5%	4%
Exhibits need updating / rotating / need new exhibits.	5%	4%
Criticism of specific exhibit.	2%	1%
More information on exhibits and venue.	3%	1%
Transport and directions difficult.	3%	1%
Issues for disabled / elderly.	1%	0%
Other.	22%	22%
No reply	222	22

4.48 The proportion of visitors who felt that nothing could be improved has risen in the second year of research, suggesting that visitors were less critical overall. First-time visitors were more likely than repeat visitors to feel that nothing could be improved (54% vs. 45%). The most frequently cited suggestion for improvement was price-related during both Years 1 and 2. Repeat visitors are particularly cost-sensitive.

5 VISIT SEGMENTATION

Segmenting visitors

Why segment visitors?

- 5.1 Visitors to the Scottish Science Centres are not a homogenous group: they attend for different reasons, at different levels of frequency and bring with them varying levels of knowledge on the subject matter.
- 5.2 This means that at any one time there is a massive diversity of visitors at each site, all responding in different ways to the Centres' various elements due to their diverse needs and wants. Taking a homogenous approach to visitors and their visit experience at the Centres will fail to meet visitors' needs properly.
- 5.3 So we need to split the market into segments that reflect groups with shared needs. This gives us a useful lens through which to detect patterns in visitors' responses and behaviours according to their needs. By better understanding these segments we can identify the most effective methods of communication, develop targeted messages; and suggest refinements to facilities, services and exhibitions.

What are we segmenting?

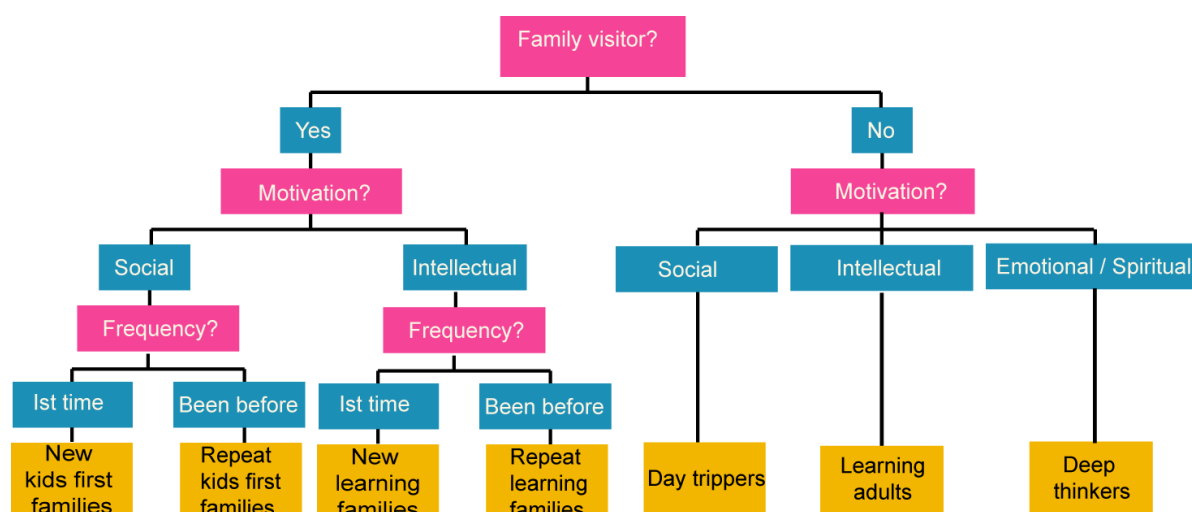
- 5.4 The system below segments visits made by the current market (people who already come to Science Centres), rather than the whole market of current and potential visitors.

Scottish Science Centres visit segments

How are the segments defined?

- 5.5 Behaviour is driven by many different needs and wants. This segmentation is based on the following key factors:
 - Motivations driving a visit
 - Frequency and familiarity with the venue
 - Group composition
 - Origin
 - Knowledge of science
- 5.6 For a segmentation system to work, the segments need to be:
 - Mutually exclusive
 - Describe groups of visitors with shared needs
 - Easily identifiable and possible to target

5.7 The diagram below explains how each segment is defined.



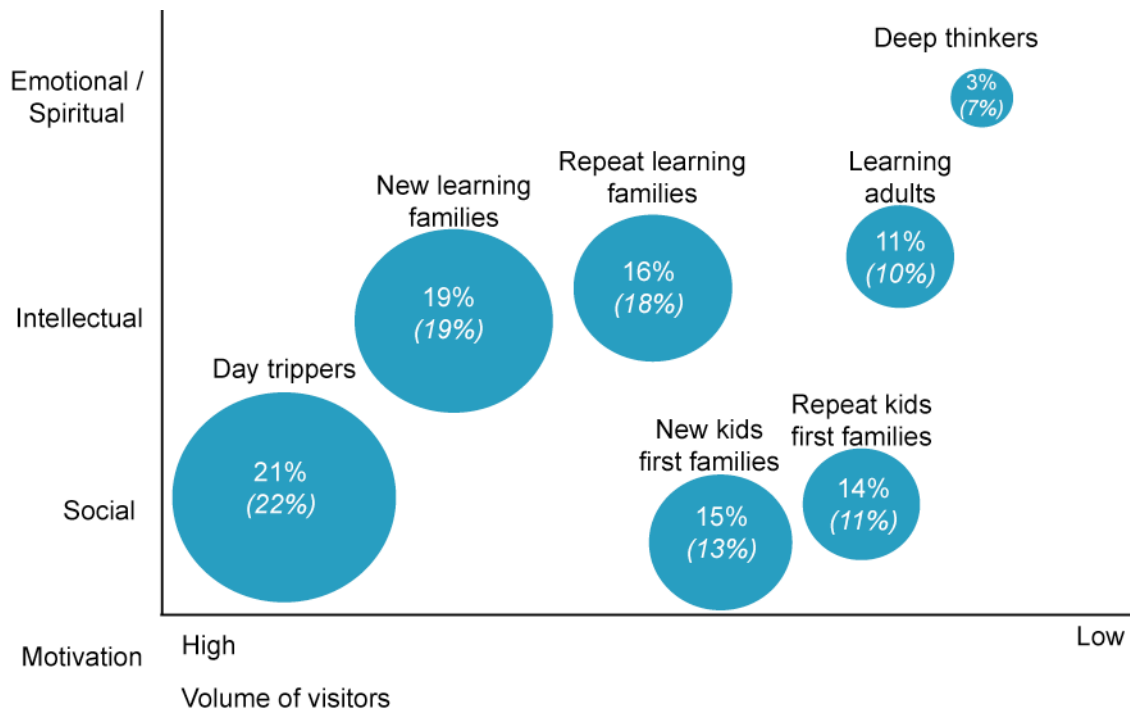
The segment definitions

5.8 This system segments visits made to the Science Centres. An individual could therefore belong in different segments on different days, depending on who they are visiting with and their motivations for visiting that day.

5.9 The table below shows the definitions of the segments, the proportion and number of visits made by each segment to the Centres across Years 1 and 2. The fourth column shows percentage change for both figures across the two years. With the case of Learning adults the proportion of visits increased across the two years but the number of visits actually decreased because overall visiting levels were lower in 2009/10.

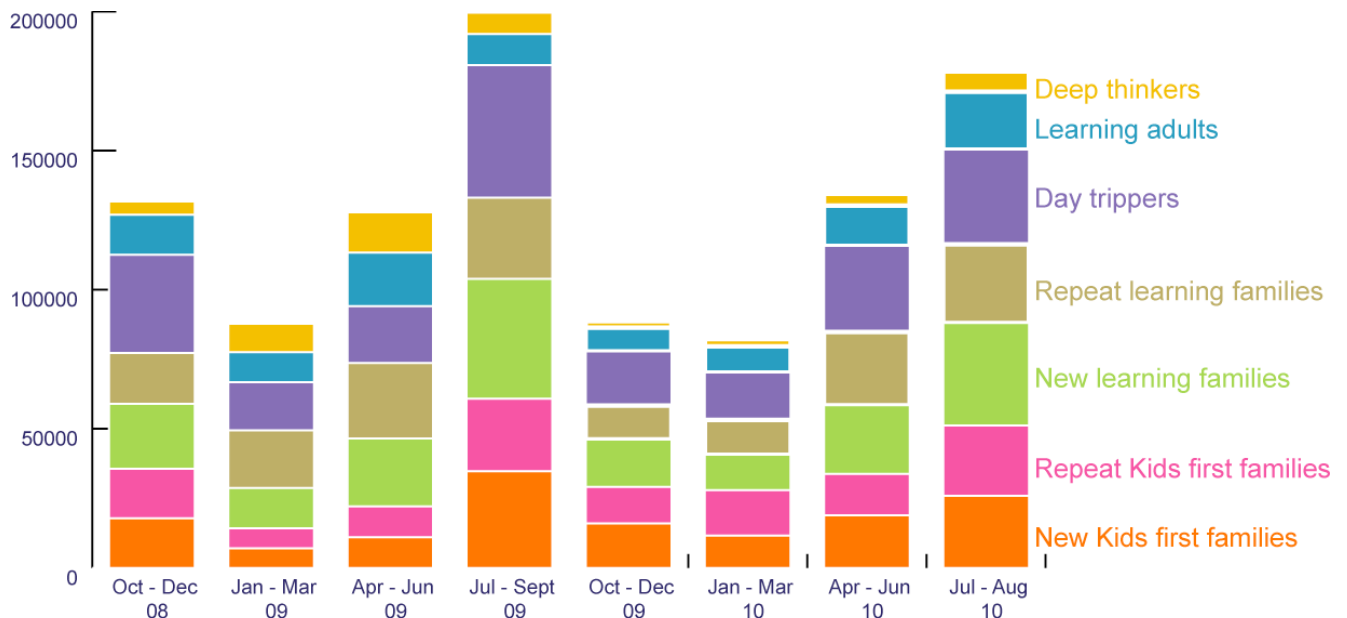
Segment	% and number of visits Year 1	% and number of visits Year 2	% change as proportion of visits and number of visits	Definers
New kids first families	13% (71k)	15% (73k)	+15% (+2%)	Visiting for the first time, with children, for a socially-motivated visit
Repeat kids first families	11% (62k)	14% (70k)	+27% (+12%)	Repeat visitors with children, mainly looking to fulfil social needs
New learning families	19% (105k)	19% (91k)	- (-13%)	Visiting for the first time, with children, for an intellectually-motivated visit
Repeat learning families	18% (95k)	16% (79k)	-11% (-17%)	Repeat visitors with children, mainly looking to fulfil intellectual needs
Day trippers	22% (121k)	21% (102k)	-5% (-16%)	Making a socially-motivated visit without children
Learning adults	10% (56k)	11% (53k)	+10% (-4%)	Adult-only groups making intellectually-motivated visit. A small proportion (2%) have specialist knowledge of science.
Deep thinkers	7% (37k)	3% (17k)	-57% (-56%)	Adults making emotionally and spiritually driven visits

5.10 The diagram below illustrates the relative size of the segments for Year 2 of the research, with results for Year 1 in brackets:



Segment visiting trends over the year

5.11 The graph below shows the number of visits made by segments across the quarters during the 2 years of research.



5.12 Throughout the year, Learning families (new and repeat) accounted for the largest proportion and number of visits, followed by Kids first families (new and repeat).

- 5.13 In real terms, the number of Kids first and Learning family visits was significantly higher in the summer months that coincide with the school summer holidays (July – August/September) than at any other time of the year.
- 5.14 The Kids first families segment (new and repeat) was the only segment to have increased in number when results for Year 1 were compared with Year 2, with visits increasing by 7% in Year 2. Meanwhile the number of visits made by Learning families has fallen by 15% in Year 2.
- 5.15 The number of visits made by Deep thinkers fell by more than half in Year 2, from 37,000 in Year 1 to 16,500.
- 5.16 After Deep thinkers, the segment to see the most significant fall in visit numbers in Year 2 was Learning adults, which decreased by 16%.

Exploring the segments – experiences, perceptions

- 5.17 **New kids first families** visit with children for a socially-motivated visit. Most New kids first families have a positive experience at Science Centres; they were the segment most likely to rate their overall visit as ‘excellent’ and to have their expectations exceeded. They are mainly motivated to spend time with others in a nice place and responded very well to the interactive and hands on displays (81% of those who used them rated them as ‘excellent’).
- 5.18 Despite being new to the Centres, they were one of the segments least likely to be making a general visit, suggesting that the proposition has been successfully communicated and they come for particular elements. They made the longest visit of all the segments and visited in the largest groups.
- 5.19 Despite high satisfaction, engagement could be deepened. The evidence suggests New Kids First families engage on a fairly superficial level. For example, they were generally less likely than the overall average have achieved the learning outcomes across the board.
- 5.20 **Repeat kids first families** visit with children for a socially-motivated visit. They tend to visit often, at a higher frequency than Repeat learning families. Changing content is likely to attract them back sooner; they were the segment most likely to be coming to see a specific gallery or exhibition across the research period, and the workshop, activities and events were also popular with this group. Whilst this segment clearly appreciates being facilitated on a visit, they were one of the least likely to interact with staff as a source of information, and for those who did they rated staff knowledge as below average. As with New kids first families, staff could target these visitors more proactively, resulting in them experiencing deeper levels of engagement.
- 5.21 The results suggest that many of these visitors experienced only a social visit, seeing the visit as a form of entertainment for their children, rather than seeking to get anything out of the experience themselves as adults. They were the segment least likely to agree with the learning outcomes more or less across the board.

- 5.22 Repeat Kids first families tend to be price sensitive, being the most likely to have rated their visit as poor value for money and significantly more likely than average to suggest lower prices as an improvement. Nevertheless, along with Learning families, they were the segment most likely to plan to return in the future.
- 5.23 **New learning families** visit with children for an intellectually-motivated visit, with a main focus on improving their children's knowledge. However parents may also want to improve their own knowledge and understanding, highlighting the importance of interpretation aimed at all members of the family.
- 5.24 These visitors were one of the most satisfied segments. They generally felt comfortable and welcome in Science Centres and responded well to the orientation information provided, which enabled them to set off and explore. They will generally seek to make the most of their visit in terms of learning new things and exploring the whole site. They also respond very positively to staff, rating them highly in terms of their friendliness and the welcome they received. In general they were more likely than average to agree with the learning outcomes and felt that the Science Centres provided an excellent learning experience as well as a surprisingly good day out.
- 5.25 **Repeat learning families** visit with children for an intellectually motivated visit. These visitors were highly satisfied by their visit during the course of the research. Having been before, they tend to be the family segment the most at home in a Science Centre and the whole family engages with the messages. For these reasons they are strong advocates for the Centres, being the most likely to recommend a visit to others, and one of the segments most likely to return for a future visit.
- 5.26 This segment had the highest awareness of other Science Centres (just under half were aware of at least one other). Whilst they are keen to encourage their children's interests, adults also expect to get a wide range of intellectual, emotional and spiritual benefits from their visit. They were the family segment most likely to agree with the learning outcome statements and responded positively to interactions with Centre staff. One way in which to deepen engagement with this segment further could be to rotate or update exhibits, and provide more interactivity or workshops for children.
- 5.27 **Day trippers** make a socially-motivated visit without children. During the course of the research they were in the mid-range for most responses, and engaged on a relatively superficial level with their visit. For these visitors, Science Centres were a place to visit as part of the tourist itinerary, being an important attraction in the area. The majority were on their first ever visit, and in the second year of research over half came from overseas.
- 5.28 Due to the high proportion of tourists it is unsurprising that this segment was the least likely to make a return visit. They were also one of the most difficult to communicate the proposition to, with 45% having no expectations of a visit before arriving in 2009/10 compared to an overall average of 28%.

- 5.29 These visitors have an overwhelmingly 'to see, to do' attitude to their visit – and made the shortest visits of any segment. They engaged on a relatively superficial level and were one of the least satisfied of the segments, being least likely to rate their overall visit as 'excellent' and one of the most price sensitive.
- 5.30 **Learning adults** are visiting in adult-only groups, making intellectually-motivated visits – during the course of the research this segment was nearly twice as likely as the overall average to have specialist knowledge of the subjects covered and the segment most likely to have a professional or academic involvement with the subjects. They arrived with a fairly narrow learning focus, and are often surprised to find that they enjoyed themselves.
- 5.31 In terms of satisfaction, the results were somewhat inconsistent. Whilst they experienced above average overall satisfaction, they were one of the least likely to commit to a return visit, and one of the least likely to have their expectations exceeded. Part of the explanation for these results is likely to be the fact that nearly half were visitors from overseas who are less likely to return and may be less sure of what to expect.
- 5.32 Whilst a small proportion thought that the content was too child-focused, the majority found a visit intellectually stimulating and they were more likely than average to strongly agree with the learning outcomes, finding in particular that their visit had shown them how relevant science is to everyday life. Their visits also often leave them wanting to find out more and over one-third ended their visit motivated to carry out independent research in 2009/10 (compared to an average of 17%). Nevertheless, the interactive content might not be meeting the needs of this segment; they were the least receptive to the hands-on displays. There is thus perhaps a need to better communicate who the Science Centres are for (i.e. they are not intended to meet the needs of specialist researchers), and possibly to provide more resources and experiences suitable for adult learning, or references to other resources outside the Centre.
- 5.33 **Deep thinkers** are adults making emotionally and spiritually driven visits. These visitors come with a good general awareness of current scientific issues, and want to back this up with relevant detail, exploration and insight. They are motivated by a broad range of drivers; it is not just intellectual stimulation that they seek but also a chance to see awe-inspiring and fascinating things.
- 5.34 In terms of visit outcomes, they were more likely to strongly agree with all the learning outcomes tested than the average and had a strong sense of science being made more relevant to their everyday life and being made easier to understand. They were also one of the segments most likely to act on this knowledge, being more than twice as likely than the average to have stated that they intended to change their lifestyle in some way.
- 5.35 Despite these positive outcomes, the data does suggest that they may have wanted more from their visit – some were lukewarm about their experience. Whilst the visit clearly provides them with food for thought they may have been seeking a higher level of awe, wonder and inspiration. They were one of the segments least likely to recommend a visit, and one of the least likely to make a return visit.

6 OUR DYNAMIC EARTH - RESULTS AND TRENDS

Summary

- 6.1 ODE is increasingly a significant feature on the tourist trail; in the second year of research nearly half of visitors were from overseas and a comparatively small proportion of visitors local to Edinburgh attended (8%).
- 6.2 The majority of visitors were on their first ever visit, highlighting the importance of orientation information and staff working to make new visitors feel welcome. The results show that ODE performs relatively well in relation to these elements.
- 6.3 There was a slight dominance of mainly intellectually motivated visitors in the audience, and these visitors are often surprised at how enjoyable their visit is.
- 6.4 ODE delivered a range of learning outcomes during the research period, noticeably in the second year when visitors were more likely to strongly agree with the outcomes more or less across the board. Just under 3 in 10 visitors agreed that their attitude towards science changed as a result of their visit.
- 6.5 Whilst the Centre attracted a majority of family groups, this is less pronounced than at other Science Centres, particularly in Year 2 of the research. The relatively high levels of independent adult visitors highlights the need for information and interpretation to address a range of knowledge-levels and to cater for a variety of ages.

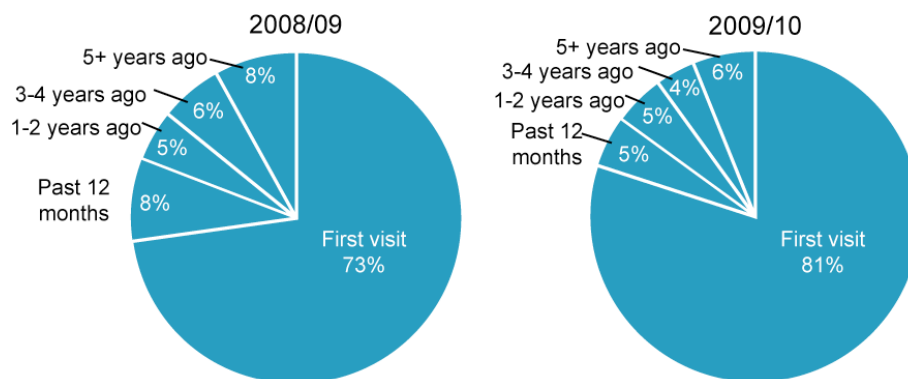
Introduction

- 6.6 This chapter provides an overview of results for ODE, comparing results for Year 1 (2008/09) alongside those for Year 2 (2009/10) and identifying where there have been significant changes and trends. The chapter examines findings on visitor profile, motivation, the visit experience, outcomes delivered to visitors, visitor satisfaction, and potential improvements identified through the survey.
- 6.7 All percentage results shown below are weighted data from the visitor survey results. Most results are from the responses of the individual interviewed only. The total base for these responses is 926 for Year 1 and 855 for Year 2.
- 6.8 Demographic data relating to age, gender and ethnicity, however, was collected for all members of the visiting party in order to capture a more complete picture of the whole audience for the Centre. Where this is the case, the sample size will be larger and will be noted as 'group data'. The bases for these results are 5,802 for age, 5,817 for gender and 5,792 for ethnicity.
- 6.9 Comparisons of annual (Year 1 against Year 2) and quarterly data are also included where there are notable differences.

Visitor profile

Repeat and first time visiting

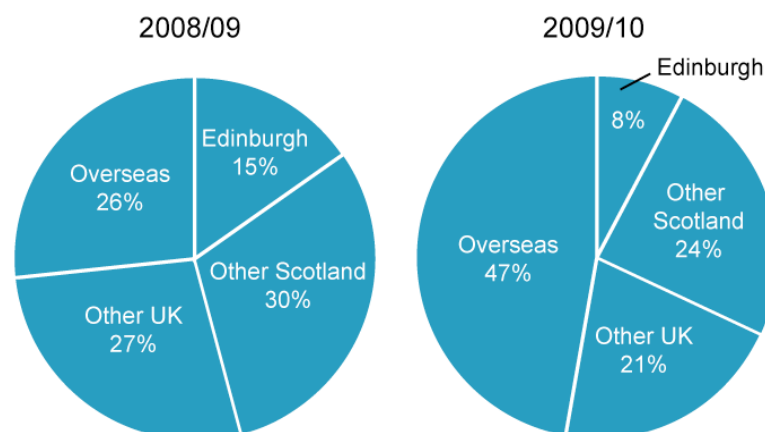
6.10 The majority of visits to ODE were made by first time visitors; more so in the second year of research when over 8 in 10 visitors were on their first ever visit. The proportion of first time visitors was highest during Quarter 4 in both 2008/09 and 2009/10 (July – August / September, 83% and 84% respectively).



Origin

6.11 Most visits to ODE were made by people from outside Scotland (68% in Year 2, compared to the average across all Science Centres of 40%).

6.12 There have been some significant changes in terms of visitor origin when comparing data for Years 1 and 2; the proportion of overseas visitors rose significantly from 26% in Year 1 to 47% in Year 2, reflecting a trend of increased overseas tourists visiting Scotland in 2009². Meanwhile, the proportion of visitors local to Edinburgh halved from 15% in Year 1 to 8% in Year 2.



Social grade

6.13 73% of visitors to ODE were from the higher ABC1 social grades in Year 2. As with the combined results for the Centres in Year 2, there was a significant increase in the proportion of visitors from the lower C2DE groups, representing 27% of the audience in Year 2 compared to 22% in Year 1.

²http://www.visitscotland.org/research_and_statistics/tourism_statistics/national_facts_and_figures.aspx

Age

6.14 Just under one-quarter of visitors were aged under 16 in 2009/10, representing a decrease on the result for 2008/09 when one-third of the audience was aged under 16. This finding reflects a significant fall in the proportion of family groups, from 66% in Year 1 to 54% in Year 2.

Gender

6.15 Male and female visitors attended in equal proportions in 2009/10, after a slight majority of females in 2008/09 (54%).

Disability

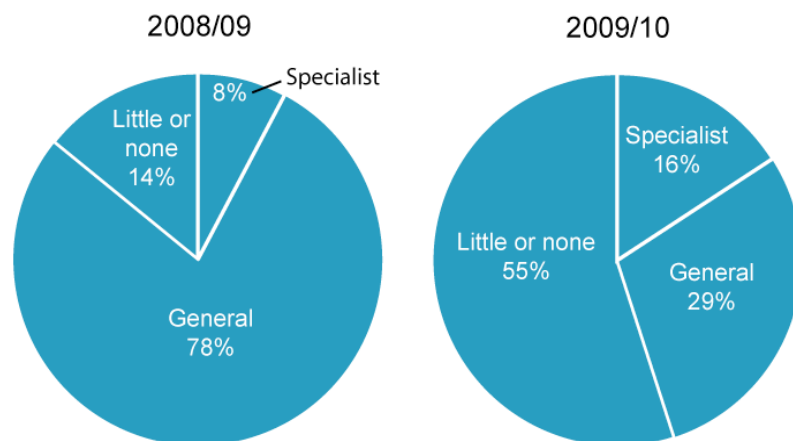
6.16 Fewer than 1% of visitors to ODE had a long standing illness, disability or infirmity in the second year of research, representing a relatively significant decrease on the result for Year 1 (4%), and compared to the overall result for the Science Centres in Year 2 (3%).

Ethnicity

6.17 8% of visits to ODE were made by visitors from Black and minority ethnic backgrounds in Year 2, double the proportion recorded in Year 1.

Existing knowledge of the subject

6.18 The knowledge profile of visitors has shifted significantly in the second year of research. As with the combined result for the Science Centres, visitors in Year 2 were significantly more likely to have either little or no knowledge or specialist knowledge than Year 1, whilst the proportion claiming general knowledge decreased considerably in Year 2.



6.19 19% of respondents had a professional or academic involvement with science in 2009/10 (18% in 2008/09): 66% of these vocational visitors were studying or teaching a related subject.

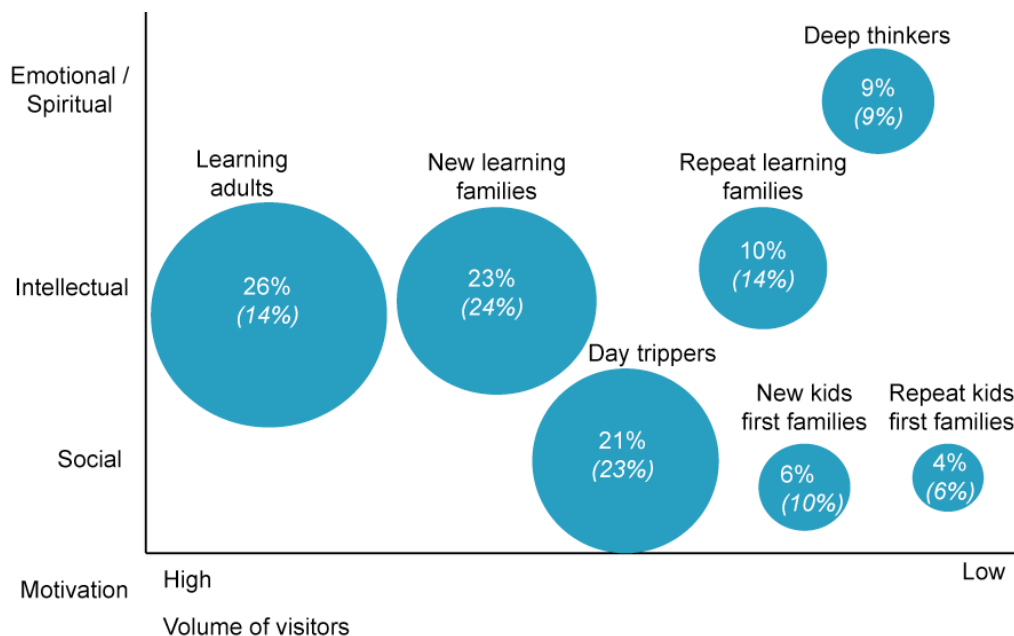
Awareness and visiting other Scottish Science Centres

6.20 Unprompted awareness of other Science Centres fell significantly between Years 1 and 2 from 31% to 20%, consistent with an uplift in overseas visitors. In 2009/10 17% of visitors were able to name GSC, 6% DSC and 4% Satrosphere. When prompted, awareness of one or more other Science Centre rose to 33% in 2009/10 (19% GSC, 8% DSC, 9% Satrosphere).

6.21 The audience were more active science centre visitors in the second year of research when the proportion of visitors having visited another science centre in Scotland or elsewhere rose to 42% from 32% in 2008/09. 13% of visitors had visited GSC, 5% DSC and 4% Satrosphere.

Segments

6.22 The diagram below illustrates the size of the segments for Year 2 of the research, with results for Year 1 in brackets:



6.23 In the second year of research Learning adults made up the largest segment and were significantly more prominent at ODE (26%) than the combined result for all four Centres (11%). This segment also saw a significant rise in proportion between Years 1 and 2.

6.24 Whilst ODE attracted a majority of families, this emphasis is less pronounced than at other Science Centres, and was even less pronounced in Year 2 of the research, largely due to a fall in the proportion of Kids first families attending.

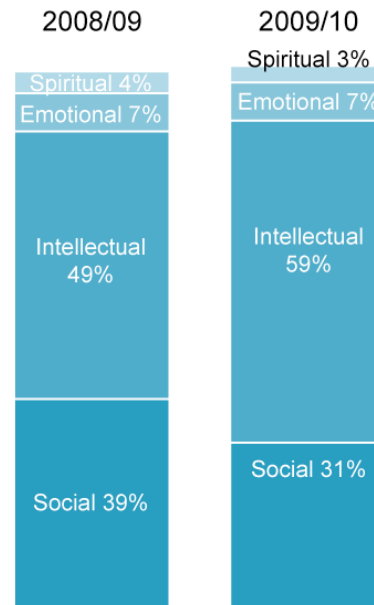
6.25 The proportion of Learning adults nearly doubled in Year 2, representing just over one-quarter of the total audience.

The decision to visit

Motivations

The table below shows the motivations of visitors to ODE. Visitors were asked to choose all their motivations for visiting, and then to pick their main one.

Visit motivations ODE: 2009/10			
Generic	Motivation	All	Main
Spiritual	Reflection	13%	2%
	Inspiration	12%	2%
	Stimulate creativity	10%	0%
Emotional	Awe and wonder	17%	2%
	Insight	24%	5%
Intellectual	Connection	5%	0%
	Academic / prof. interest	11%	6%
	Hobby / personal interest	14%	4%
	Self-improvement	50%	20%
	Encourage children's interest	38%	29%
Social	Enjoyable	29%	9%
	To see to do	58%	23%

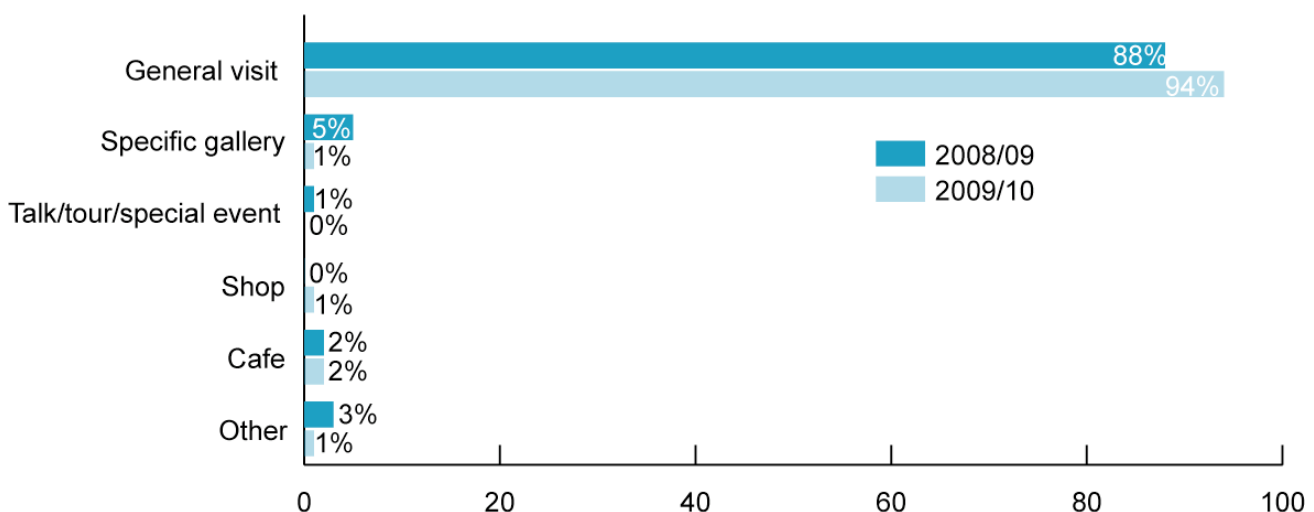


6.26 Visitors are most likely to be seeking intellectual stimulation from a visit to ODE. The results demonstrate a broad range of motivations described by visitors to ODE, with an increased focus on intellectual drivers – particularly self-improvement - in Year 2 of the research.

6.27 7 in 10 visits were driven partly by social drivers, and these were the main motivation for just over 3 in 10 visits in 2009/10.

Reasons for visiting

6.28 The chart below shows visitors' main reason for their visit. The majority of visitors were coming for a general look around.



The visit

Time spent on site

6.29 On average, a visit to ODE lasted 2 hours and 3 minutes, a consistent finding across the 2 years of research.

6.30 Family groups spent longer on site than adult-only groups: on average 7 minutes longer in 2009/10.

Group composition

6.31 Only 1 in 20 visitor groups visited ODE on their own (in both Years 1 and 2).

6.32 54% of visitors were in a family group (i.e. a group including children) and 46% in an adult only group. The dominance of family groups was significantly less pronounced in Year 2 of the research (54% vs. 66% in Year 1).

6.33 The average party size was 2.8 people (2.9 in 2008/09). On average, family groups included 3.4 people, and adult-only groups 2.2 people.

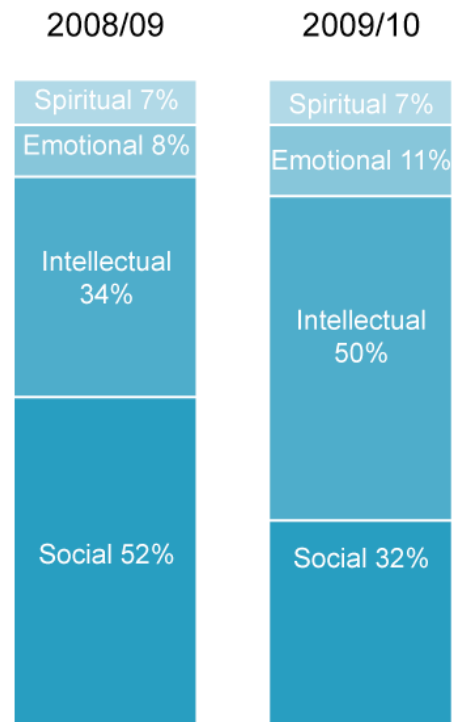
Outcomes

6.34 The table below compares all motivations of visitors alongside all of the outcomes they experienced. As can be seen, ODE delivered a wide range of unanticipated outcomes, as demonstrated by the 'net difference' column. For example, 29% of visitors were in part motivated by the social driver 'it's an enjoyable place to spend time with other people', but 77% of visitors experienced this as an outcome, giving a net difference of 48%.

All motivations and outcomes ODE: 2009/10				
Generic	Motivation	Motivation	Outcome	Net difference
Spiritual	Reflection	13%	27%	+14%
	Inspiration	12%	14%	+2%
	Stimulate creativity	10%	20%	+10%
Emotional	Awe and wonder	17%	28%	+11%
	Insight	24%	44%	+20%
Intellectual	Connection	5%	8%	+3%
	Academic / prof. interest	11%	11%	-
	Hobby / personal interest	14%	13%	-1%
	Self-improvement	50%	58%	-8%
	Encourage children's interest	38%	36%	-2%
Social	Enjoyable	29%	77%	+48%
	To see to do	58%	61%	+3%

6.35 The results also show that ODE has been particularly successful in delivering unexpected emotional and spiritual outcomes, with visitors particularly surprised by how they have been encouraged to reflect on big issues that affect us all, how they have gained a deeper insight into science and experienced awe-inspiring and fascinating exhibits / interactives.

6.36 After selecting all of the outcomes they experienced, visitors were asked to choose their main outcome. The graph on the right shows results for visitors' main outcome for both years of research and results are grouped under the four key categories of spiritual, emotional, intellectual and social. As can be seen there has been a significant increase in the proportion of visitors mainly experiencing intellectual outcomes, and a decrease in the proportion of visitors mainly experiencing social outcomes, suggesting that visitors are engaging with ODE's content at a deeper level in Year 2.



Impact on attitude to science

6.37 31% of visitors agreed that their visit to ODE had changed their attitude to science in some way. Visitors were most likely to cite having increased knowledge or understanding for this change in attitude during both years of the research (40% Year 1, 46% Year 2).

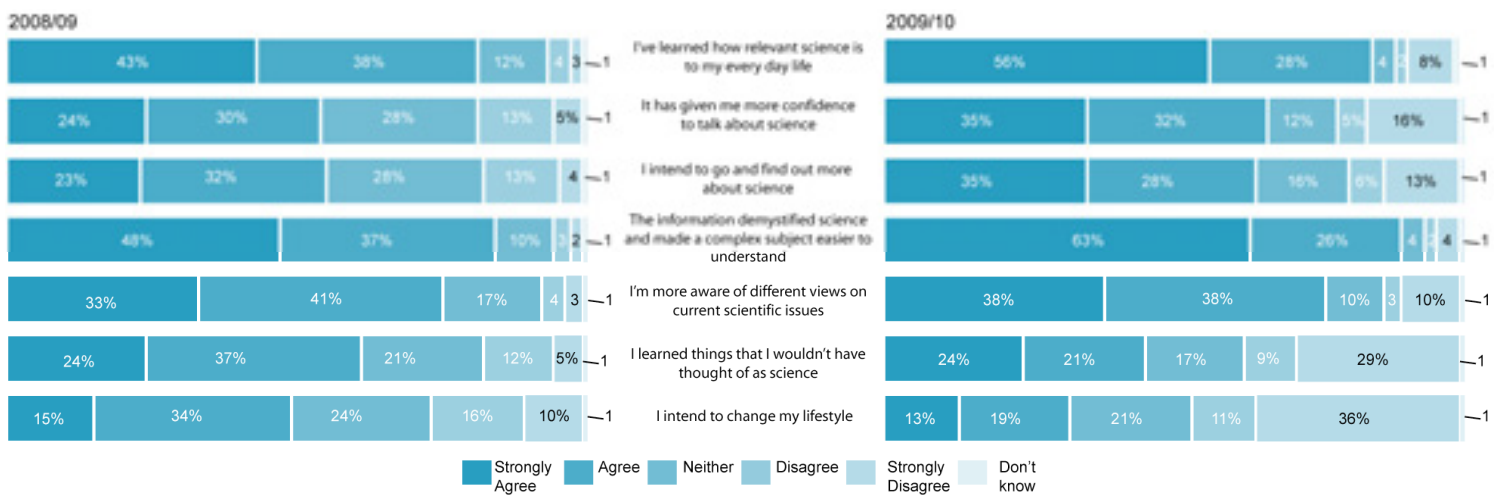
6.38 In 2009/10, just over 4 in 10 visitors to ODE said the visit had not changed their attitude to science, a significant decrease on the result for Year 1 (52%).

6.39 For those who said the visit had not changed their attitudes to science, the most frequent reason for this being that they already had knowledge or interest in the topics covered before visiting.

Learning outcomes

6.40 The chart below shows the extent of learning outcomes gained by visitors to ODE. Unlike the overall combined result for the Centres which has seen a general fall in the proportions of visitors agreeing with the Centres' learning statements, comparing results for Year 2 alongside those for Year 1 has shown an increase in delivering these learning outcomes more or less across the board at ODE.

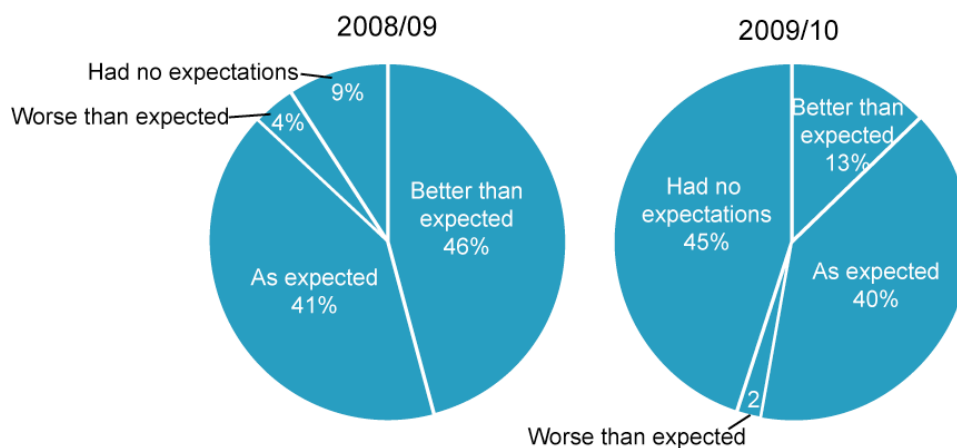
6.41 ODE has been very effective at demystifying science and making it easier to understand (79% agree, 63% strongly in Year 2), and helping visitors to understand the relevance of science to their everyday lives (85% agree, 56% strongly). ODE was also successful in raising awareness of different views on scientific issues.



Satisfaction

Overall satisfaction

6.42 There was a significant decrease in the proportion of visitors having their expectations exceeded from 46% in Year 1 to 13% in Year 2. This is not, however, due to a rise in those leaving disappointed or only having their expectations met, but a significant increase in the proportion stating that they had no expectations of a visit (rising from 9% in Year 1 to 45% in Year 2). Whilst this will be linked to the increase in the proportion of first-time visitors (71% in Year 1 vs. 81% in Year 2), it does also suggest that the overall proposition could be communicated more effectively to ensure that visitors are fully aware of the benefits to visiting.



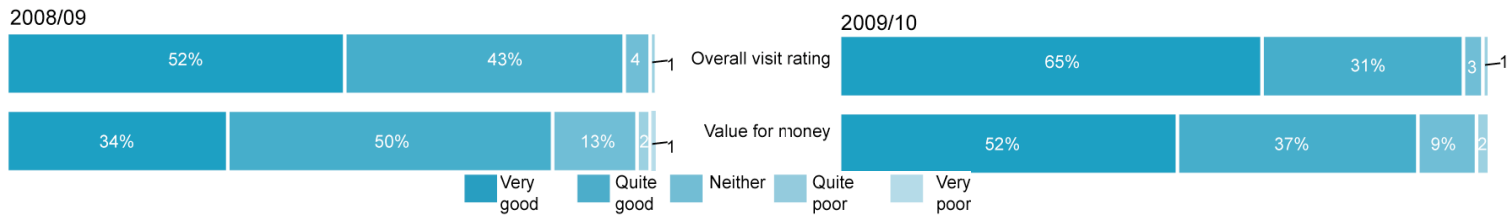
6.43 For the 13% of visitors who had their expectations exceeded in 2009/10, when asked why the most common responses were:

- impressed by the size, layout or design (14%)
- more interactivity than they expected (8%)
- more variety and more to do than they expected (6%)

6.44 The chart below shows that the overall visit experience was rated highly: just 1% rated the visit experience as poor during both years of the research, and the proportion of visitors who gave their visit the top rating of 'excellent' was 16 percentage points higher than the overall combined average for all four Centres in 2009/10. Repeat visitors were more highly satisfied than those on a first-time visit; 72% of repeat visitors rated their visit as 'excellent' in Year 2 compared to 63% of first-time visitors.

6.45 Those visiting April – June were more likely to rate their visit as 'excellent' in both years 1 (71%) and 2 (69%) than during other quarters.

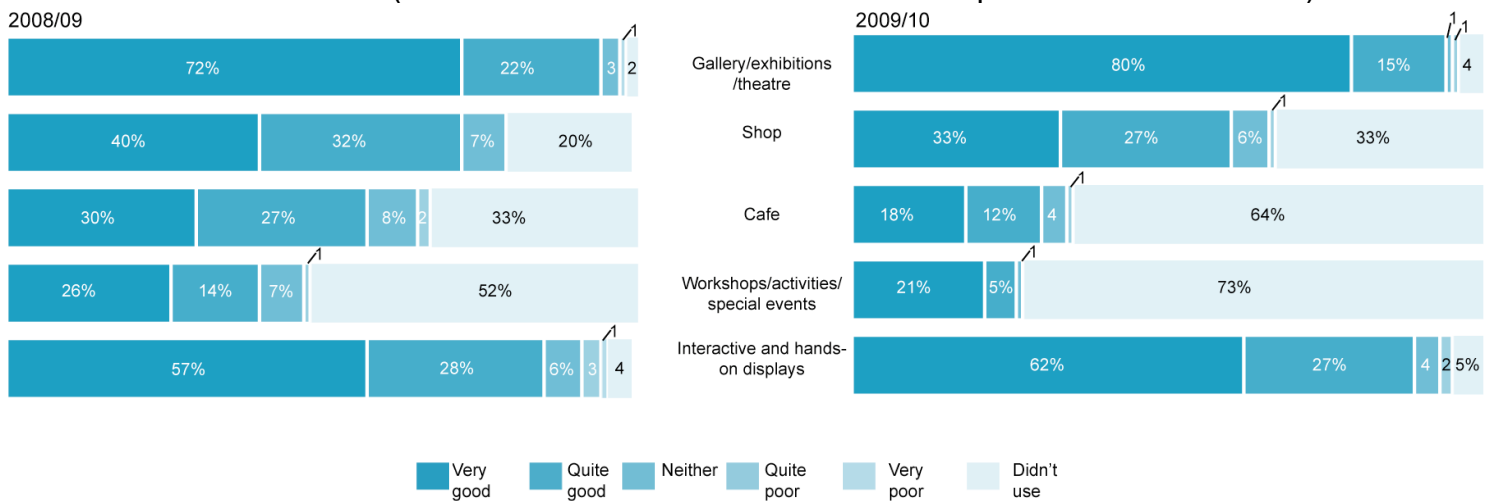
6.46 ODE was generally viewed as offering good value for money, with only 2% of visitors rating a visit as poor value for money in Year 2.



Satisfaction with elements of the visit

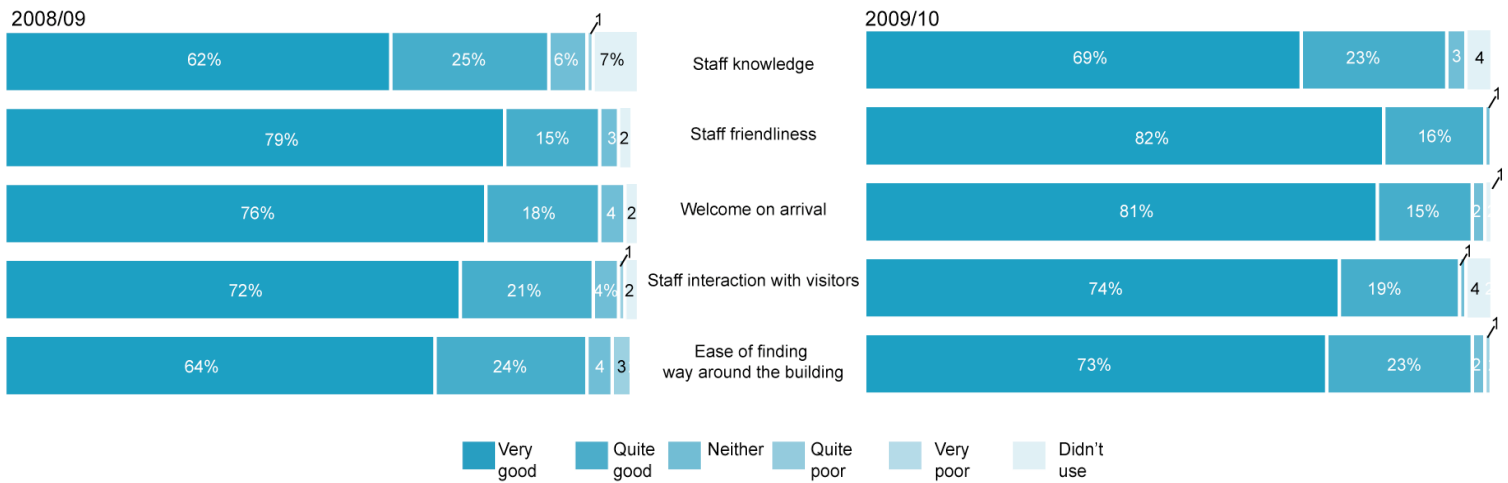
6.47 The chart below shows levels of satisfaction with individual elements of ODE’s offer. The highest-rated and most widely used elements were the gallery spaces and interactive displays in both Years 1 and 2.

6.48 A smaller proportion of visitors used each element of the visit in 2009/10, however satisfaction was maintained or exceeded with each element in the second year of research, noticeably so with regards to the workshops, activities and events (76% of users rated this as excellent compared to 55% in Year 1).



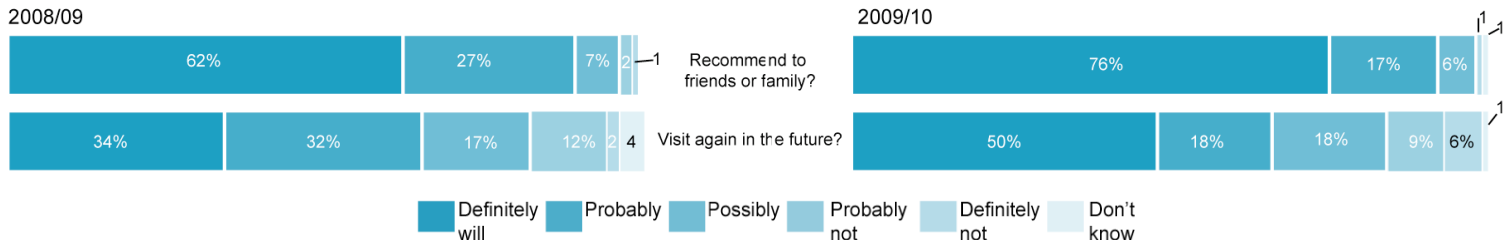
6.49 The chart below shows levels of satisfaction with staff and wayfinding at ODE were very high. Staff were particularly valued for their friendliness, the welcome they give visitors and their knowledge. Almost all visitors engaged with staff during their visit.

6.50 As with overall satisfaction and the elements of a visit detailed above, satisfaction with staff and wayfinding also increased in the second year of research.



Recommendation and returning

6.51 Increased satisfaction in Year 2 has translated into greater propensity to recommend a visit to others and return in the future. Over three-quarters of visitors are definitely planning to recommend ODE in 2009/10 (62% in 2008/09), whilst half of visitors definitely plan to return, (34% in 2008/09).



6.52 Family visitors were more likely to definitely make a recommendation (83%) than adult visitors (70%), and likewise they were more likely to return in the future (61% definitely will vs. 41%).

6.53 Regular visitors were most likely to revisit (88% definitely will) compared to 43% of first time visitors, the majority of whom are overseas visitors. The data suggests that ODE has a relatively small but enthusiastic core of local frequent visitors, and a much larger transient tourist audience.

Potential improvements

6.54 The table below shows the extent of suggestions for particular improvements. These results were coded from open-ended responses given by visitors at the end of the survey. Where respondents gave more than one suggestion for improvement, each suggestion has been coded separately, thus results total more than 100%.

Thinking about your visit today, what, if anything, do you think could be improved? – Coded	2008/09	2009/10
Base	926	855
Nothing.	45%	50%
Expensive or over-priced (including car park).	7%	7%
More interactivity / workshops for children.	7%	6%
Signage and layout of the museum - negative	8%	5%
Exhibits need updating/rotating/need new exhibits	5%	4%
Café, shop or food.	5%	4%
Things not working.	6%	3%
Transport and directions difficult.	3%	3%
More information on exhibits and venue	3%	3%
Criticism of specific exhibit.	3%	2%
Issues for disabled / elderly.	2%	0%
Other	23%	19%
No reply	62	-

6.55 Visitors were less likely to be able to think of a suggestion for improving their visit in Year 2. This reflects the increase in first-time visitors who are less likely to make a suggestion for improvement than repeat visitors (47% of first timers made a suggestion vs. 62% of repeat visitors in Year 2).

6.56 In general there were only minimal fluctuations in the results across the two years of research. Exceptions to this were signage within the Centre and broken interactives / things not working, both of which appeared to be less of an issue in the second year of research.

7 GLASGOW SCIENCE CENTRE - RESULTS AND TRENDS



Summary

- 7.1 During the research period, the audience at GSC was predominantly socially motivated, seeking an enjoyable experience with others at one of the area's major attractions and GSC attracted relatively high levels of Day trippers and Kids first families.
- 7.2 Despite the dominance of social motivations GSC has been particularly successful at attracting visitors through specific galleries and exhibitions, although this type of focused visit was more prominent in the first year of research.
- 7.3 In terms of learning outcomes, comparatively smaller proportions of visitors strongly agreed with each outcome than the combined results for all four Centres. This is likely to be due to the dominance of social visitors, presenting a challenge for the Centre to engage visitors more deeply with its content.
- 7.4 Satisfaction with the overall visit and perceived value for money both decreased in the second year of research. Measures such as increased staff interaction with visitors could counter these results, as well as deepen visitor engagement.

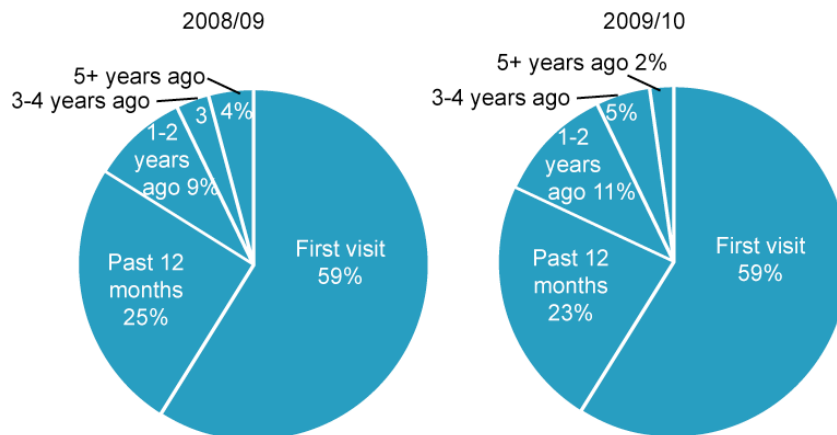
Introduction

- 7.5 This chapter provides an overview of results for GSC, comparing results for Year 1 (2008/09) alongside those for Year 2 (2009/10) and identifying where there have been significant changes and trends. The chapter examines findings on visitor profile, motivation, the visit experience, outcomes delivered to visitors and visitor satisfaction, and potential improvements identified through the survey.
- 7.6 All percentage results shown below are weighted data from the visitor survey results. Most results are from the responses of the individual interviewed only. The total base for these responses is 803 for Year 1 and 837 for Year 2.
- 7.7 Demographic data relating to age, gender and ethnicity however was collected for all members of the visiting party in order to capture a more complete picture of the whole audience for the Centre. Where this is the case, the sample size will be larger and will be noted as 'group data'. The bases for these results are 8,243 for age, 8,262 for gender and 8,248 for ethnicity.
- 7.8 Comparisons of annual (Year 1 against Year 2) and quarterly data are also included where there are notable differences.

Visitor profile

Repeat and first time visiting

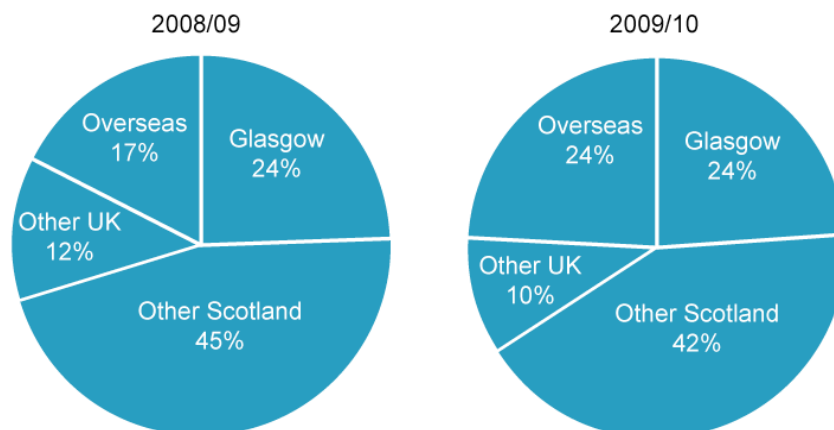
7.9 The majority of visits to GSC were made by first time visitors, and the proportions have remained constant across Years 1 and 2 representing just under 6 in 10 visitors. There is, however, a relatively high incidence of repeat visiting within 12 months (23% in Year 2 compared to the all-Centre average of 18%). These regular repeat visitors were significantly more likely to be family visitors (30% in Year 2) than adult visitors (7%).



7.10 Whilst in Year 1 first-time visitors were most prominent in the summer months from July – September (64%), in 2009/10, they were most prominent in the autumn / winter months October – December (67%).

Origin

7.11 The majority of visits to GSC were made by Scottish residents. Just under one-quarter of visits to the venue were made by those living in Glasgow. Tourists from outside Scotland became more prominent in 2009/10 due to an uplift in the proportion of overseas visitors.



Social grade

7.12 65% of visitors were from the higher ABC1 social groupings in 2009/10. There was a significant increase in the proportion of visitors from lower socio-economic groups in Year 2, representing 24% of the audience in Year 1 compared to 35% in Year 2. This trend has also been identified across the other Science Centres.

Age

7.13 The age profile reflects the large proportion of visits made by families: 37% of visitors were aged under 16 (35% in Year 1), with 35-44 year olds making up the largest adult age group (18%).

Gender

7.14 Females and males visited in almost equal proportions (51% male, 49% female in Year 2).

Disability

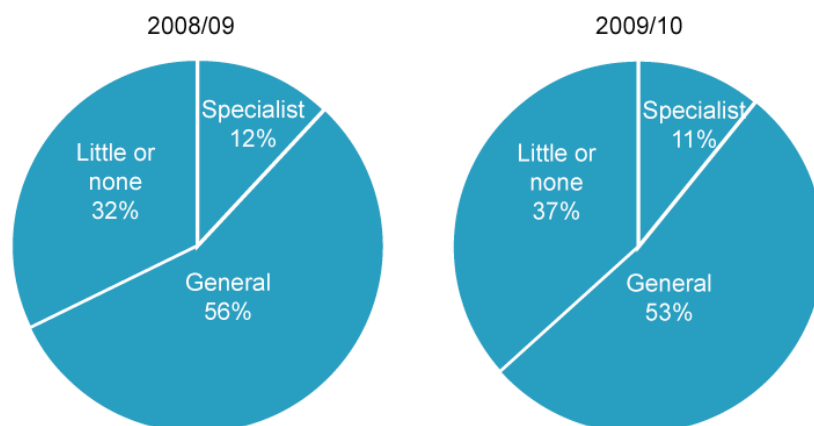
7.15 In 2009/10 3% of visitors to GSC had a long standing, illness, disability or infirmity (4% in 2008/09).

Ethnicity

7.16 7% of visits to GSC were made by visitors from Black and minority ethnic backgrounds (6% in 2008/09).

Existing knowledge of the subject

7.17 In 2009/10 just over 1 in 10 visitors claimed to have specialist knowledge of the subject areas covered by GSC. Just over one-third claimed little or no prior knowledge of the subjects covered.



7.18 Unlike the other Science Centres where there have been some significant shifts in knowledge profile, the changes across Years 1 and 2 are only minimal at GSC.

7.19 Those visiting in the summer months July – August / September were slightly more likely to have little or no prior knowledge (38% 2008/09 and 42% 2009/10), suggesting a more ‘visitor attraction’ audience.

7.20 17% of respondents had a professional or academic involvement with science: of these 52% were studying or teaching a related subject.

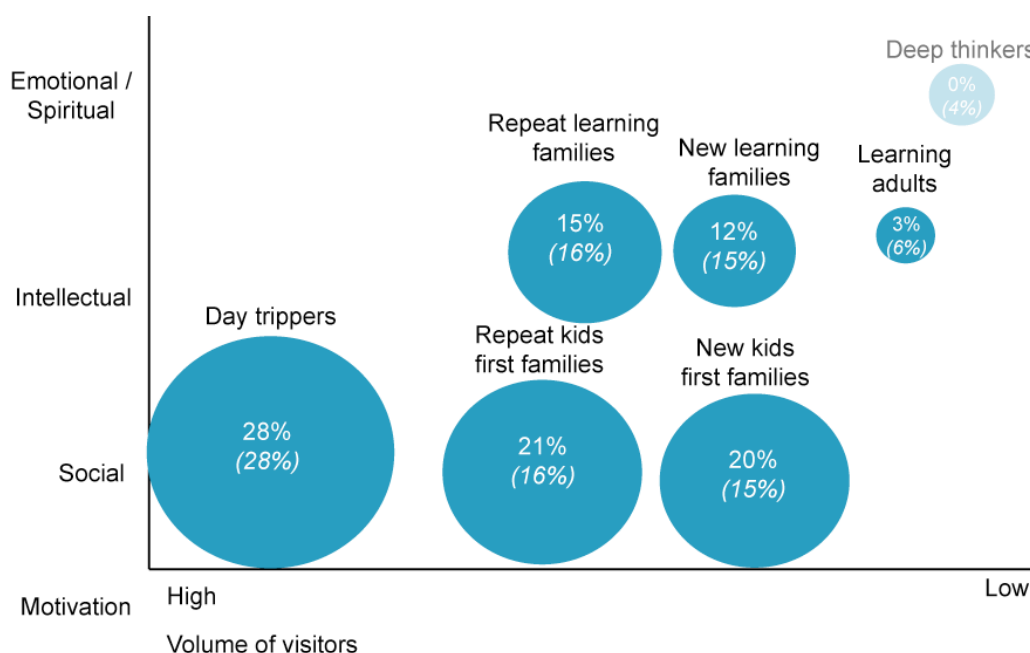
Awareness and visiting other Scottish Science Centres

7.21 In 2009/10 16% of respondents could name (unprompted) one or more other Science Centre in Scotland; 13% named ODE, 3% DSC and 2% Satrosphere. As with the combined results for all four Centres, awareness of other Centres fell between Years 1 and 2 (23% vs. 16%). When prompted, awareness of one or more other Science Centre rose to 40%, with visitors most likely to recall ODE.

7.22 In 2009/10 visitors were less likely to have visited another science centre elsewhere in the past 2 years compared to 2008/09 (25% in Year 2 vs. 33% in Year 1). In both years the visitors were most likely to have visited ODE.

Segments

7.23 The diagram below illustrates the size of the segments for Year 2 of the research, with results for Year 1 in brackets:



7.24 Compared to the combined results for the Centres, GSC attracted a relatively high proportion of the more socially motivated segments - Kids first families and Day trippers - and a lower proportion of the intellectually motivated segments.

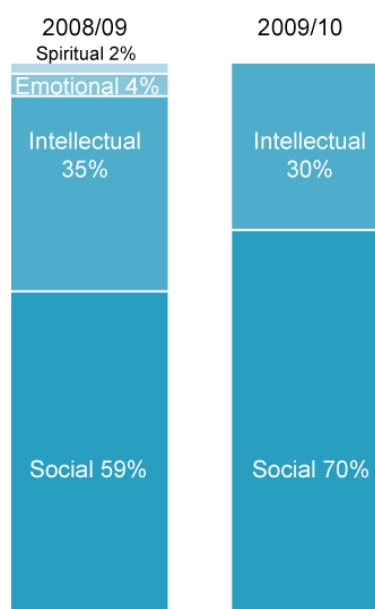
7.25 The proportion of Kids first families grew from 31% in Year 1 to 41% in Year 2 whilst no Deep thinkers (emotionally / spiritually motivated adults) were recorded in Year 2 and the proportion of Learning adults fell by half to 3%.

The decision to visit

Motivations

7.26 The table below shows the motivations of visitors to GSC. Visitors were asked to choose all their motivations for visiting, and then to pick their main one. The graph on the right compares visitors' main motivation across the two years.

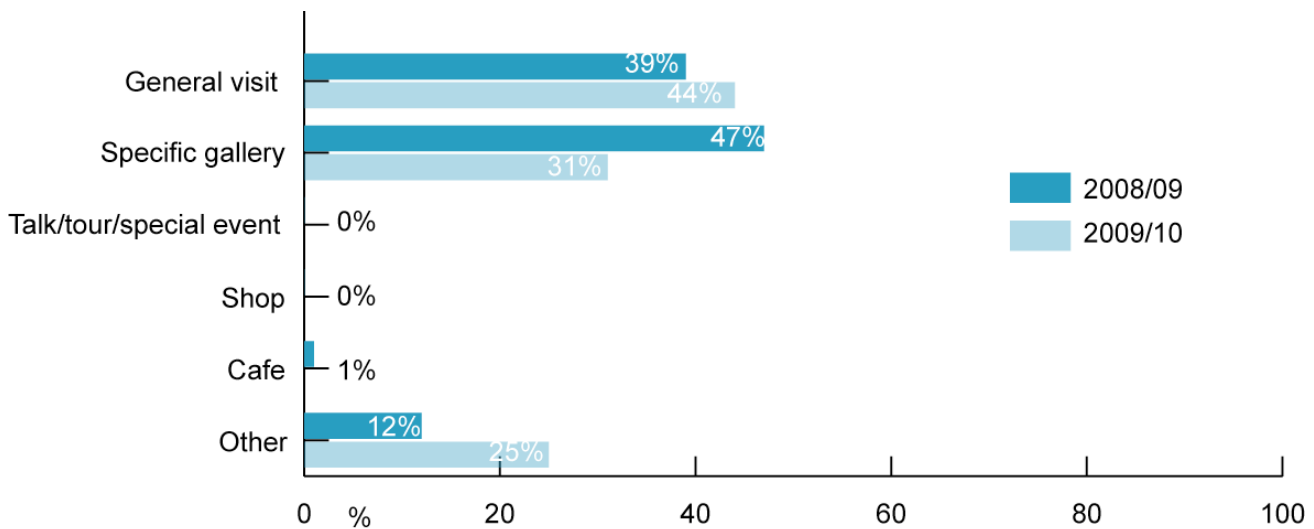
Visit motivations GSC: 2009/10			
Generic	Motivation	All	Main
Spiritual	Reflection	0%	-
	Inspiration	1%	0%
	Stimulate creativity	2%	-
Emotional	Awe and wonder	4%	0%
	Insight	3%	-
Intellectual	Connection	1%	0%
	Academic / prof. interest	3%	2%
	Hobby / personal interest	4%	2%
	Self-improvement	2%	0%
	Encourage children's interest	33%	26%
Social	Enjoyable	50%	29%
	To see to do	60%	40%



7.27 The results show that the majority of visits were mainly socially motivated, and this was more pronounced in Year 2 when 7 in 10 visitors were mainly driven by a 'day out' or 'visitor attraction' type motivation. This majority of social motivations is significantly higher than the combined Centre average (51% of visitors were mainly driven by social motivations in Year 2).

7.28 One-third of visits were driven in part by the motivation to encourage children's interests, this was the main driver for just over one-quarter of visits in 2009/10. Family visitors were four times more likely to be mainly intellectually focused than adult-only visitors (40% vs. 10%).

Reasons for visiting



7.29 The chart above shows visitors' main reason for the visit. Unlike the first year of research when visitors were most likely to be coming to see a specific gallery (47%), in Year 2 visitors were more likely to be coming for a general visit (44%).

The visit

Time spent on site

7.30 On average, a visit to GSC in Year 2 lasted 2 hours 28 minutes (2 hours 29 minutes in Year 1). Those visiting in family groups spent on average 42 minutes longer on-site than adult-only groups.

Group composition

7.31 Only 2% of visitor groups visited GSC on their own.

7.32 The majority of visitors attend in family groups. There was a slight increase in the proportion of such visitors between Years 1 and 2 (71% vs. 75%).

7.33 The average party size was 3.2 people, an increase from 2.9 people in 2008/09. On average, family groups included 3.5 people, and adult-only groups 2.5 people.

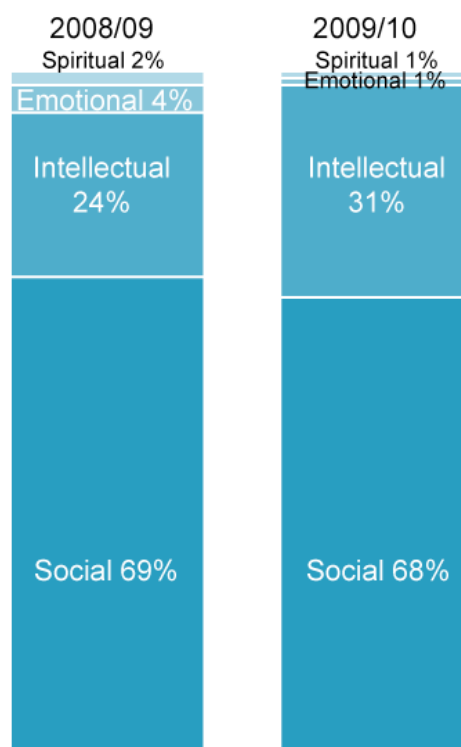
Outcomes

7.34 The table below compares all motivations of visitors alongside all of the outcomes they experienced. The results show that a large proportion of visitors had an unexpected social day out, feeling that they had the opportunity to spend time in a nice place with others. This finding is demonstrated in the 'net difference' results; 50% of visitors were in part motivated by the social driver 'it's an enjoyable place to spend time with other people', but 82% went on to experience this as an outcome, giving a net difference of 32%.

All motivations and outcomes GSC: 2009/10				
Generic	Motivation	Motivation	Outcome	Net difference
Spiritual	Reflection	0%	2%	+2%
	Inspiration	1%	1%	-
	Stimulate creativity	2%	3%	+1%
Emotional	Awe and wonder	4%	3%	-1%
	Insight	3%	7%	4%
Intellectual	Connection	1%	3%	2%
	Academic / prof. interest	3%	3%	-
	Hobby / personal interest	4%	4%	-
	Self-improvement	2%	2%	-
	Encourage children's interest	33%	38%	+5%
Social	Enjoyable	50%	82%	+32%
	To see to do	60%	57%	-3%

7.35 In general, however, there were only small fluctuations in the proportion of visitors expecting each motivator and a proportion experiencing them as an outcome. This finding suggests successful marketing that accurately communicates the proposition.

7.36 After selecting all of the outcomes they experienced, visitors were asked to choose their main outcome. The graph on the right shows results for visitors' main outcome for both years of research and results are grouped under the four key categories of spiritual, emotional, intellectual and social. As can be seen there has been a significant increase in the proportion of visitors experiencing mainly intellectual outcomes in Year 2, and a decrease in the proportions experiencing emotional or spiritual outcomes.



Impact on attitude to science

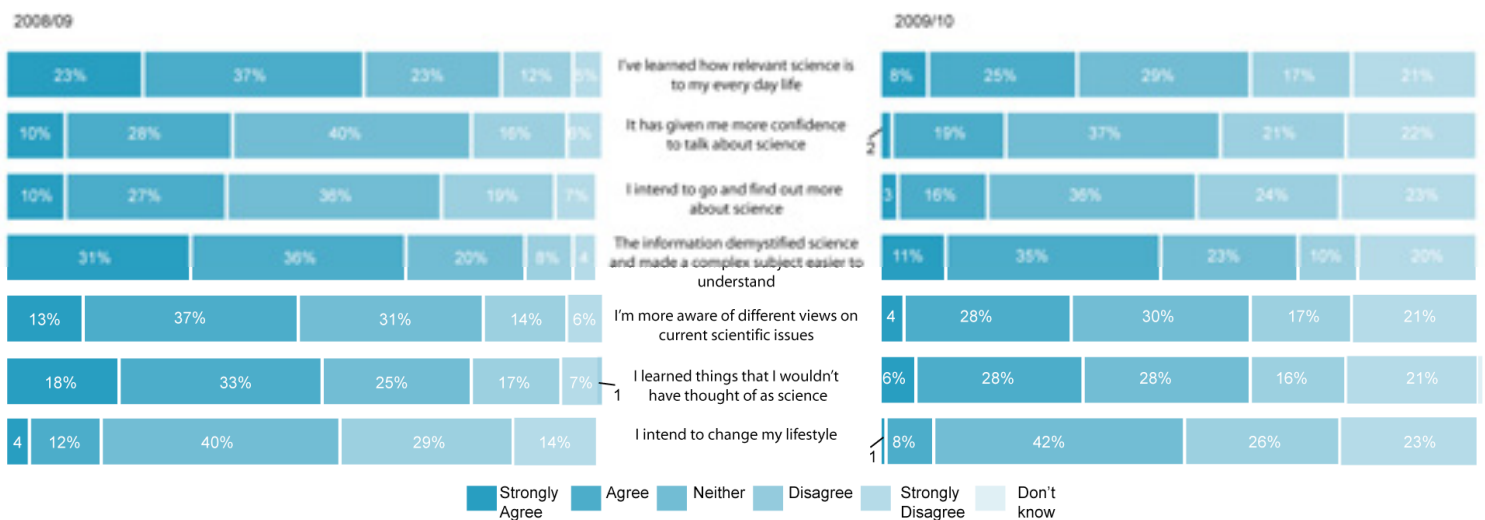
7.37 23% of visitors agreed that their visit to GSC had changed their attitude to science in some way in Year 2, a significant decrease on the result for Year 1 (30%). Such visitors were most likely to cite that science had been made more fun and child friendly as a reason for this (45%).

7.38 A higher proportion of visitors stated that their attitude had not been changed in Year 2 (58% Year 1, 63% Year 2), most frequently because they already had knowledge or interest in the topics covered. This increase is likely to be related to the increase in mainly socially motivated visitors, who engage on a more superficial level and who were less likely to agree that their attitude had been changed.

Learning outcomes

7.39 The chart below shows the extent of learning outcomes gained by visitors to GSC. GSC has been most effective at demystifying science and making it easier to understand (46% agree, 11% strongly), and helping visitors to learn how relevant science is to their everyday lives (33% agree, 8% strongly).

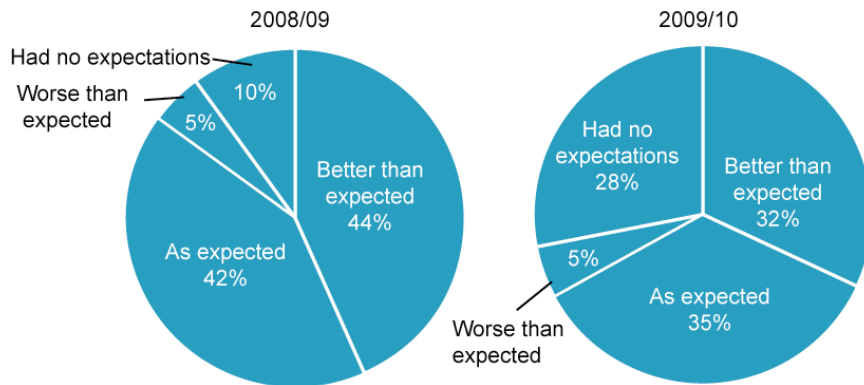
7.40 There has been a noticeable and significant fall in the proportions of visitors agreeing with each learning outcome when results for Year 2 are compared alongside Year 1. As indicated above, this finding is related to the increases in mainly socially driven visitors, who were less likely to agree with each statement than intellectually driven visitors.



Satisfaction

Overall satisfaction

7.41 The annual results show a significant decrease in the proportion of visitors having their expectations exceeded in Year 2 compared to Year 1. This is in part related to increases in the proportion of visitors arriving with no expectations which rose from 10% in Year 1 to 28% in Year 2.



7.42 For the 32% of visitors who had their expectations exceeded in 2009/10, when asked why the most common responses were:

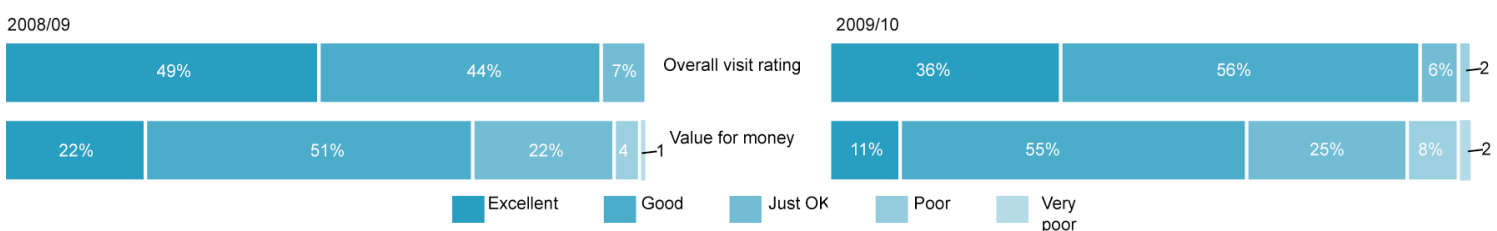
- more variety and more to do than they expected (27%)
- more fun and enjoyable for children than they expected (26%)
- more interactivity than they expected (14%)

7.43 However, the visit experience disappointed 1 in 20 visitors in both years of the research. These were most likely to be intellectually-motivated adults (Learning adults).

7.44 Whilst a visit may not fully live up to the expectations of all visitors, the chart below shows that the overall visit experience was rated highly: only 2% rated it as poor in 2009/10. GSC was also generally seen as representing value for money; 8% rated it as poor value.

7.45 Satisfaction with both the overall visit rating and perception of value for money has, however, fallen significantly when results for Year 2 are compared alongside those for Year 1. The proportion of visitors who gave their overall visit the highest rating has fallen from 49% to 36% in Year 2 and the proportion who rated it as excellent value for money has fallen from 22% to 11% in Year 2.

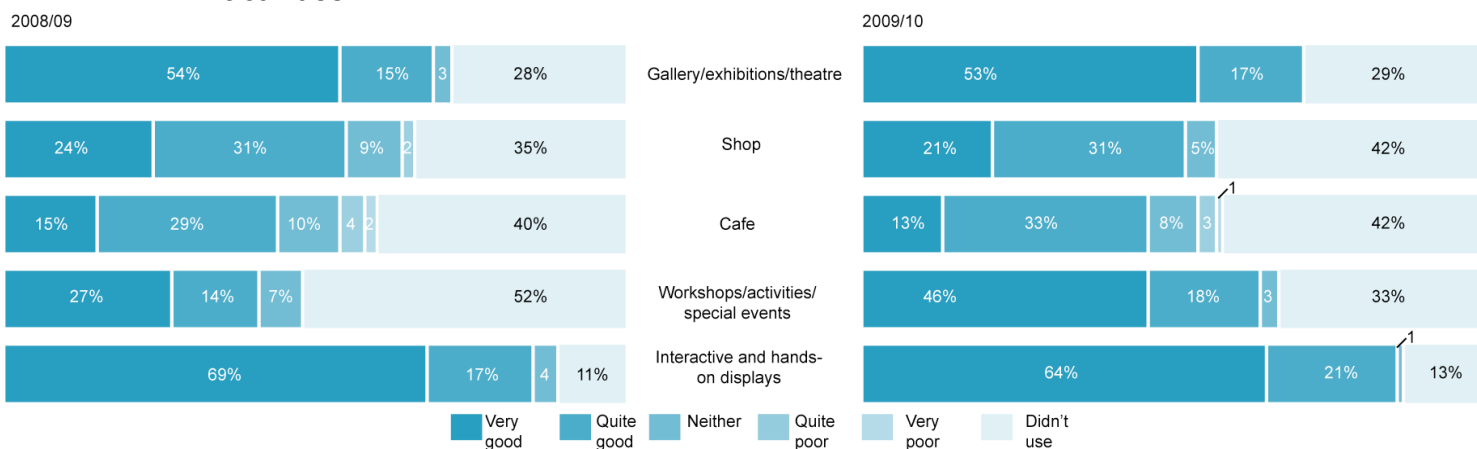
7.46 Families are more likely to rate their visit as excellent (42%) compared to visiting in adult-only groups (22%).



Satisfaction with elements of the visit

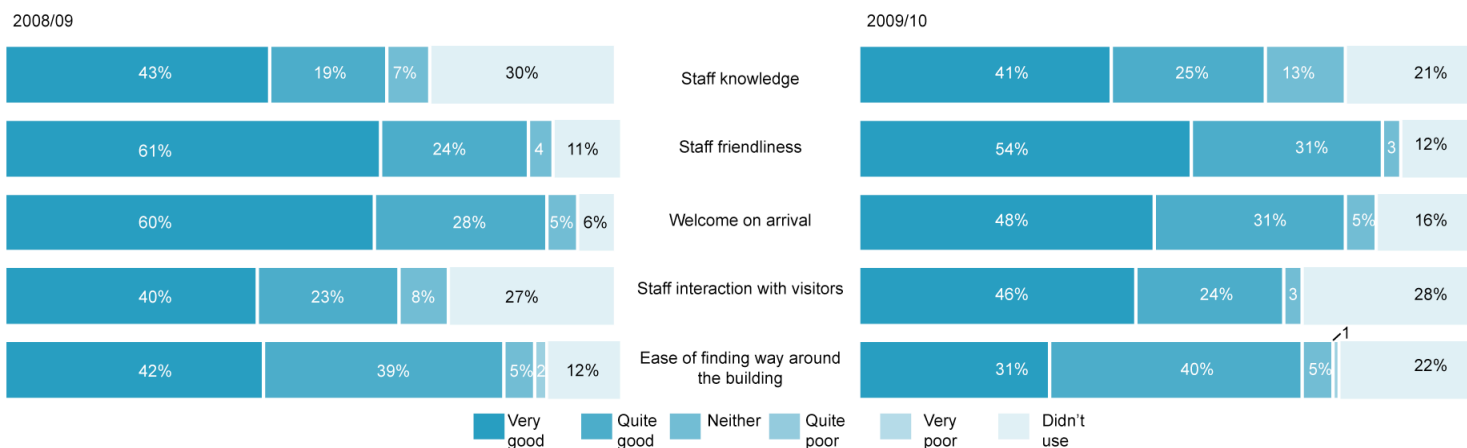
7.47 The chart below shows levels of satisfaction with individual elements of the GSC offer. The most used and highest-rated elements across both years were the interactive displays followed by the gallery / exhibition / IMAX.

7.48 A year-on-year comparison shows that uptake of and satisfaction with workshops and special events both increased significantly in Year 2, when 67% of all visitors took part in a workshop (compared to 48% in Year 1) and 69% of attenders rated them as 'very good' (compared to 56% in Year 1). Regular visitors and family visitors were particularly receptive to the workshops and activities.



7.49 The chart below shows levels of satisfaction with staff and wayfinding at GSC were generally rated highly by those who used them across the two years of research, although there have been falls in satisfaction with most elements. The exception was the way in which staff interacted with visitors which has seen an improvement in satisfaction.

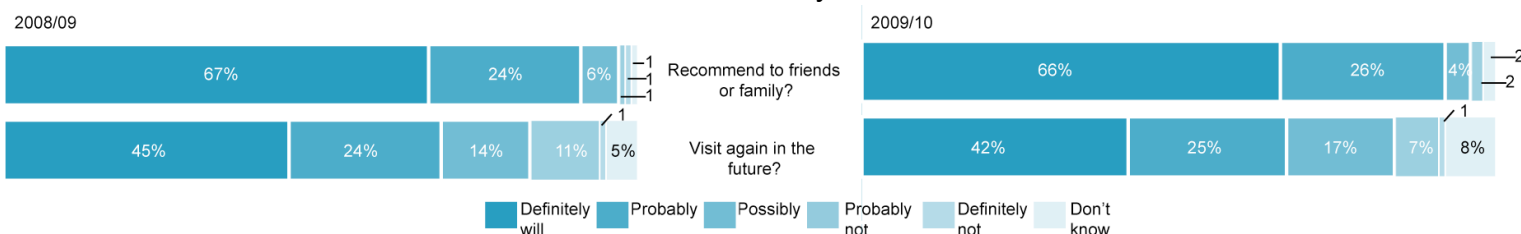
7.50 There is perhaps scope for staff to engage with more visitors and build on visitors' positive reaction to staff interaction. For example 28% of visitors report no interaction with staff in the galleries, compared to an overall combined Centre average of 16%.



Recommendation and returning

7.51 In 2009/10, two-thirds of visitors finished a visit planning to recommend a visit to GSC to others, whilst just over 4 in 10 planned to visit again in the future.

7.52 The above-reported fall in overall satisfaction does not appear to have translated into equivalent falls in propensity to recommend a visit to others nor to return in future, both of which have only seen small decreases in Year 2.



7.53 People making a repeat visit in 12 months were the strongest advocates for GSC: 81% would definitely recommend, highlighting the loyal, core base at this Centre. Families were also more likely to recommend than adults (70% vs. 57%).

Potential improvements

7.54 The table below shows the extent of suggestions for particular improvements. These results were coded from open-ended responses given by visitors at the end of the survey. Where respondents gave more than one suggestion for improvement, each suggestion has been coded separately, thus results total more than 100%.

Thinking about your visit today, what, if anything, do you think could be improved? - Coded	2008/09	2009/10
Base	803	837
Nothing.	40%	51%
Expensive or over-priced (including car park).	19%	25%
Café, shop or food.	13%	6%
Things not working.	6%	3%
Transport and directions difficult.	3%	3%
Signage and layout of the museum – negative.	8%	2%
Exhibits need updating / rotating / need new exhibits	3%	2%
Criticism of specific exhibit.	2%	1%
More information on exhibits and venue	3%	1%
More interactivity / workshops for children.	3%	1%
Issues for disabled / elderly.	0%	0%
Other.	20%	15%
No reply	99	25

7.55 Those visitors making their first visit to GSC were more likely to feel that nothing could be improved about their visit (56% in Year 2) and there has been a significant increase in the proportion of visitors unable to think of anything to enhance their visit between years 1 (40%) and 2 (51%).

7.56 Repeat visitors and family visitors were more price sensitive, being more likely to suggest lower prices as an improvement than new or independent adult visitors. Visitors were more price-sensitive in the second year of research.

8 DUNDEE SCIENCE CENTRE - RESULTS AND TRENDS

Summary

- 8.1 In both years of the research just under half of visits made to Dundee Science Centre (DSC) were from repeat visitors, these tended to be infrequent repeat visitors – most last came over a year ago. The majority of the audience was from outside Dundee but with only a small proportion of overseas visitors attending.
- 8.2 DSC attracted a highly motivated audience during the course of the research. Whilst just under 4 in 10 were predominantly seeking a social day out in the second year of research, 6 in 10 were mainly attracted by the learning opportunities provided at the Centre.
- 8.3 In terms of background knowledge, the audience was fairly broad with large proportions of visitors with little or no knowledge attending. Given the dominance of intellectual motivations this highlights the need for content to cater for a variety of backgrounds and knowledge levels.
- 8.4 There have been significant improvements across the researching period in terms of delivering learning outcomes, and 36% of visitors felt that their attitude towards science has changed as a result of their visit.

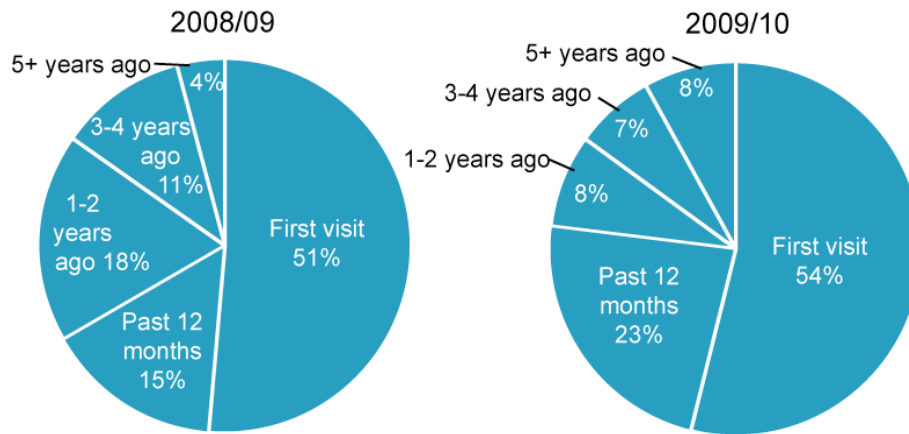
Introduction

- 8.5 This chapter provides an overview of results for DSC, comparing results for Year 1 (2008/09) alongside those for Year 2 (2009/10) and identifying where there have been significant changes and trends. The chapter examines findings on visitor profile, motivation, the visit experience, outcomes delivered to visitors and visitor satisfaction, and potential improvements identified through the survey.
- 8.6 All percentage results shown below are weighted data from the visitor survey results. Most results are from the responses of the individual interviewed only. The total base for these responses is 551 for Year 1 and 809 for Year 2.
- 8.7 Demographic data relating to age, gender and ethnicity however was collected for all members of the visiting party in order to capture a more complete picture of the whole audience for the Centre. Where this is the case, the sample size will be larger and will be noted as 'group data'. The bases for these results are 2,068 for age, 2,094 for gender and 2,079 for ethnicity.
- 8.8 Comparisons of annual (Year 1 against Year 2) and quarterly data are also included where there are notable differences.

Visitor profile

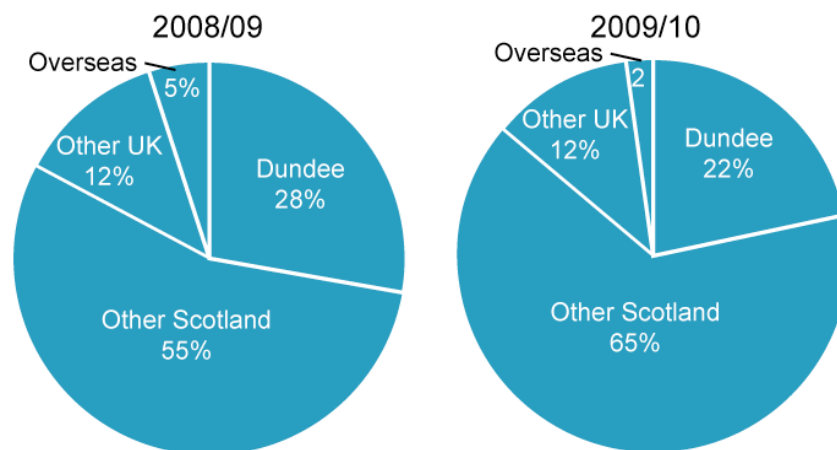
Repeat and first time visiting

8.9 Visits to DSC were evenly split between first time visits and people making repeat visits. Families were more likely to be on a repeat visit than adult-only visitors.



Origin

8.10 The vast majority of visits to DSC were made by Scottish residents. The results indicate that during the second year, the venue had a wider catchment area, with the proportion of visitors local to Dundee decreasing, and the proportion of visitors from other areas within Scotland increasing.



8.11 Compared to the combined results for all four Centres, DSC attracted relatively few tourist visits from outside Scotland (2% in 2009/10 vs. 27% overall).

Social grade

8.12 73% of DSC visitors were from the higher ABC1 groups in 2009/10, an increase on the result for 2008/09 (69%), and inconsistent with the trend detected for the Centres overall.

Age

8.13 Visitors aged under 16 represented 50% of the audience in Year 2, an increase of 10 percentage points on results for Year 1, and reflective of the increase in family visitors attracted in 2009/10 (rising from 75% to 95%). The largest adult age group in both years of the research was 35 – 44 year olds (20% Year 1, 21% Year 2).

Gender

8.14 Women were in the majority in both years at DSC, although the proportion of women in the audience decreased significantly in 2009 from 58% to 51%.

Disability

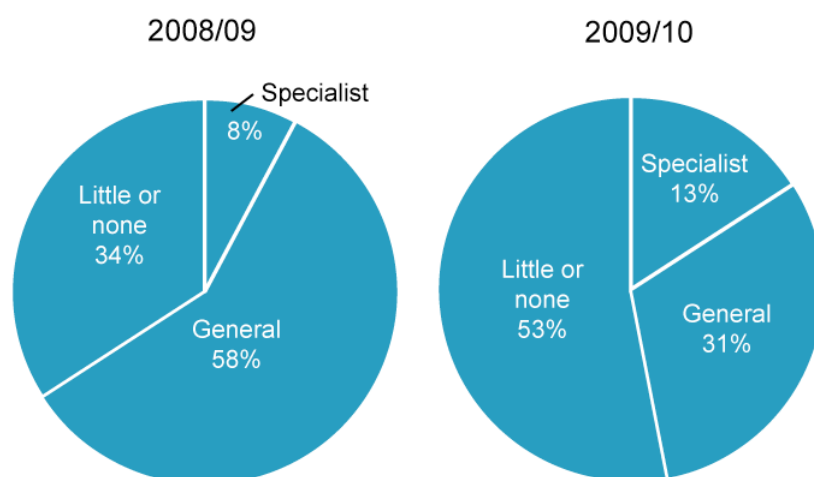
8.15 6% of visitors to DSC had a long standing, illness, disability or infirmity in 2009/10 (8% in 2008/09), double the combined-Centre average (3%).

Ethnicity

8.16 In 2009/10 only 1% of visits to DSC were made by visitors from Black and minority ethnic backgrounds, compared to an overall combined Centre average of 6%.

Existing knowledge of the subject

8.17 Whilst the majority of visitors claimed general knowledge of the subjects covered by DSC in Year 1, in Year 2 the majority claimed little or no knowledge. These results broadly reflect the shift in knowledge profile detected in the combined-Centre results. As well as the proportion of visitors with little background knowledge increasing in 2009/10, the proportion at the other end of the scale – with specialist knowledge – has also increased.



8.18 In 2009/10 18% of respondents had a professional or academic involvement with science: of these 40% were studying or teaching a related subject.

Awareness and visiting other Scottish Science Centres

8.19 Unprompted awareness of other Science Centres rose significantly in Year 2 of the research (62% could name a Centre unprompted compared to 48% in Year 1). 32% named GSC, 29% ODE and 17% Satrosphere. This increase in awareness goes against the overall trend in combined results for the Centres which actually saw a decrease in awareness across Years 1 and 2. When prompted, awareness of one or more other Science Centres rose to 66%

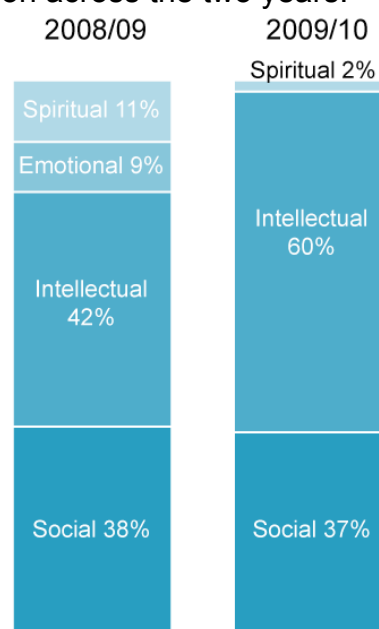
8.20 A significant proportion of the audience attended science centres elsewhere, although visitors were less likely to have done so in the second year of research (58% of visitors had attended another science centre elsewhere in Year 1 compared to 48% in Year 2). Despite this, for both ODE and GSC the proportion of DSC visitors who had attended in the past 2 years increased in Year 2, from 19% to 27% for ODE and from 19% to 26% for GSC, thus audience cross-over appears to have increased.

The decision to visit

Motivations

8.21 The table below shows the motivations of visitors to DSC. Visitors were asked to choose all their motivations for visiting, and then to pick their main one. The graph on the right compares visitors' main motivation across the two years.

Visit motivations DSC: 2009/10			
Generic	Motivation	All	Main
Spiritual	Reflection	1%	0%
	Inspiration	1%	-
	Stimulate creativity	6%	2%
Emotional	Awe and wonder	0%	-
	Insight	2%	-
Intellectual	Connection	1%	-
	Academic / prof. interest	1%	0%
	Hobby / personal interest	3%	2%
	Self-improvement	4%	0%
	Encourage children's interest	68%	58%
Social	Enjoyable	41%	17%
	To see to do	43%	21%

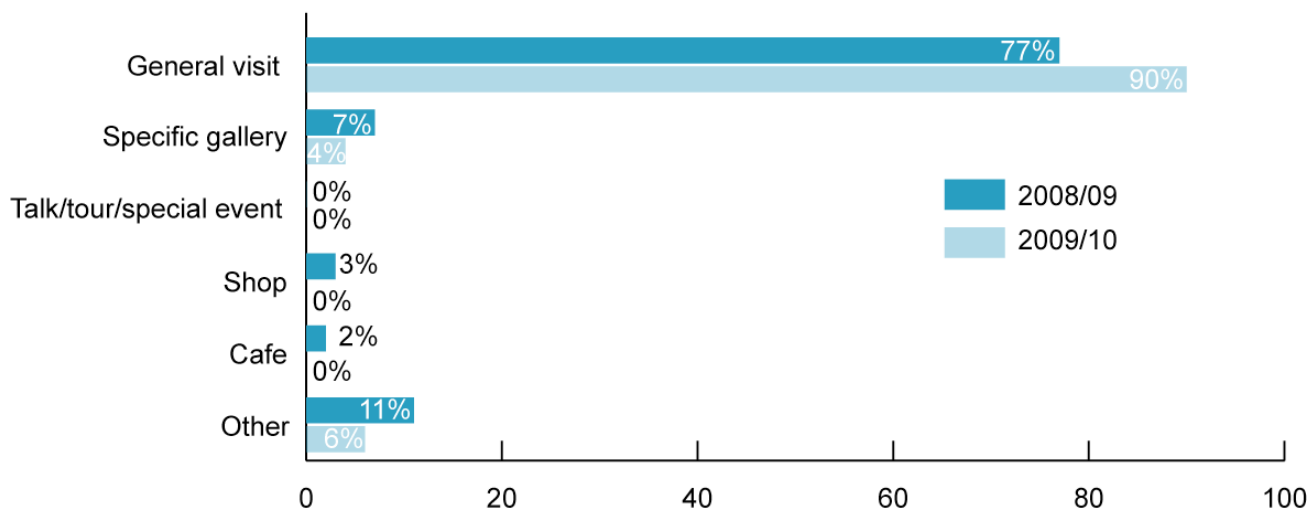


8.22 Interestingly the results show that during the second year of research the proportion of the audience mainly intellectually motivated rose significantly, representing the majority in 2009/10. This uplift is largely due to an increase in the proportion of visitors visiting to encourage their children's interest in science which, in turn, reflects the rise in family visitors in Year 2.

8.23 Compared to the combined results across Centres, DSC attracted a less socially but more intellectually, emotionally and spiritually driven audience. The proportion of mainly socially focused visitors remained relatively constant across the two years, however Year 2 saw a significant decrease in the proportion of visitors mainly emotionally or spiritually motivated.

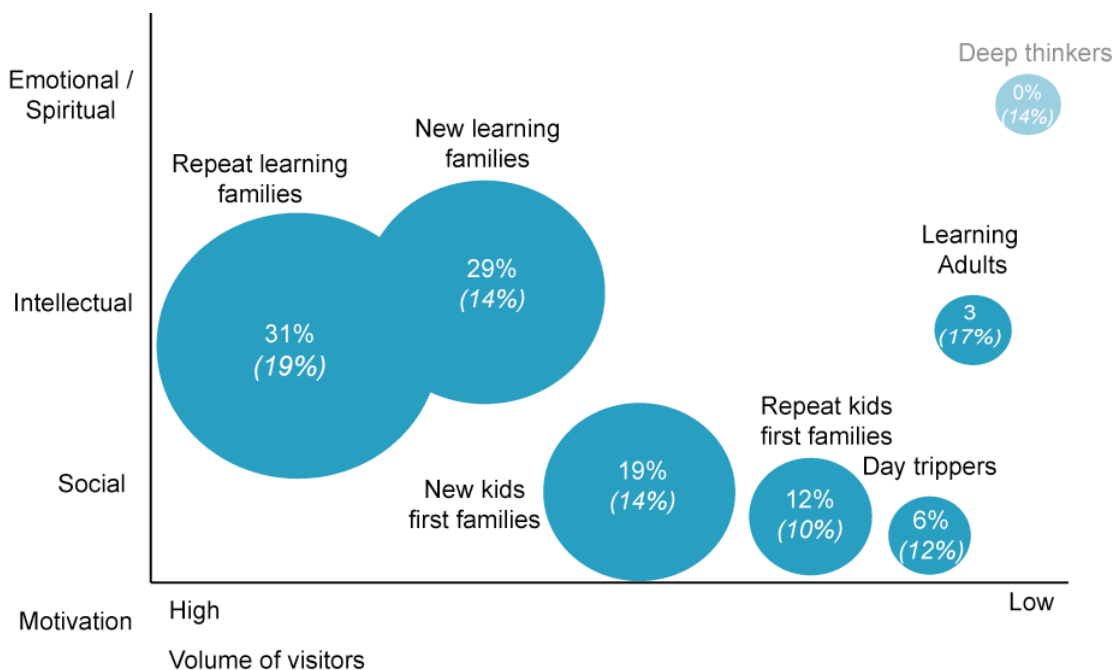
Reasons for visiting

8.24 The chart below shows visitors' main reason for their visit. The majority come for a general look around, with just 4% attracted by a specific gallery or exhibition in 2009/10.



Segments

8.25 The diagram below illustrates the size of the segments for Year 2 of the research, with results for Year 1 in brackets:



- 8.26 There have been substantial changes in the segment profile of the audience between Years 1 and 2. The proportion of Learning families (new and repeat) nearly doubled from 33% of visits in 2008/09 to 60% in 2009/10. This result helps to explain the increased focus on intellectual motivations apparent in the audience in Year 2. DSC attracted significantly more Learning families than the all-Centre average of 35% in 2009/10.
- 8.27 Given that the proportion of independent adult visitors fell in the second year (from 25% to 5%) it is unsurprising that the Learning adults, Day trippers and Deep thinkers segments have all decreased in size significantly.
- 8.28 Compared to the all-Centre average, DSC had a very small proportion of Day trippers in Year 2 (6% compared to 21%), explained by the small overseas audience and comparatively low level of mainly socially driven visitors.

The visit

Time spent on site

- 8.29 On average, a visit to DSC lasted 2 hours 4 minutes in 2009/10, an increase of 5 minutes on the result for 2008/09. Family visitors spent on average 38 minutes longer on a visit than adult-only visitors in 2009/10.

Group composition

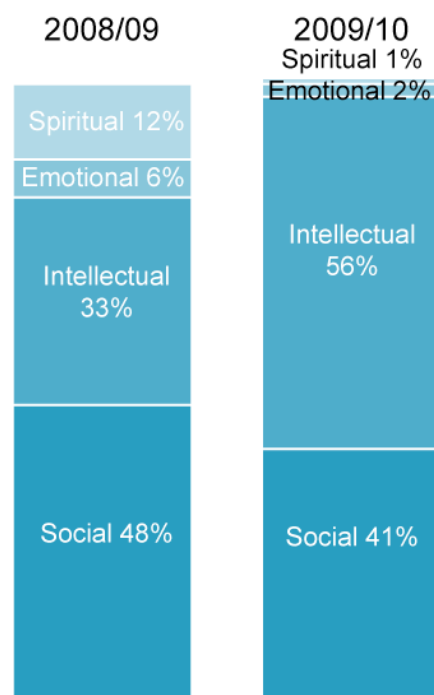
- 8.30 Year 2 saw a significant increase in family visitors (95% vs. 75% in Year 1). This change helps explain the result that almost all visitors in 2009/10 were visiting with others (99%), compared to 82% in 2008/09.
- 8.31 In 2009/10 the average party size was 3.6 people compared to 2.6 people in 2008/09.

Outcomes

8.32 The table below compares all motivations of visitors alongside all of the outcomes they experienced. The results show that DSC delivered a broad range of unexpected outcomes, as demonstrated by the 'net difference' column. For example, 2% of visitors were in part motivated by the emotional driver 'to gain a deeper insight into science', but 36% of visitors experienced this as an outcome, giving a net difference of 34%. Visitors were also surprised by how enjoyable their visit was.

All motivations and outcomes DSC: 2009/10				
Generic	Motivation	Motivation	Outcome	Net difference
Spiritual	Reflection	1%	5%	+4%
	Inspiration	1%	4%	+3%
	Stimulate creativity	6%	6%	-
Emotional	Awe and wonder	0%	4%	+4%
	Insight	2%	36%	+34%
Intellectual	Connection	1%	3%	+2%
	Academic / prof. interest	1%	2%	+1%
	Hobby / personal interest	3%	4%	+1%
	Self-improvement	4%	24%	+20%
	Encourage children's interest	68%	75%	+7%
Social	Enjoyable	41%	79%	+38%
	To see to do	43%	27%	-16%

8.33 After selecting all of the outcomes the experienced, visitors were asked to chose their main outcome. The graph on the right shows results for visitors' main outcome for both years of research and results are grouped under the four key categories of spiritual, emotional, intellectual and social. As can be seen there has been a relatively significant shift in the second year toward mainly intellectual outcomes.



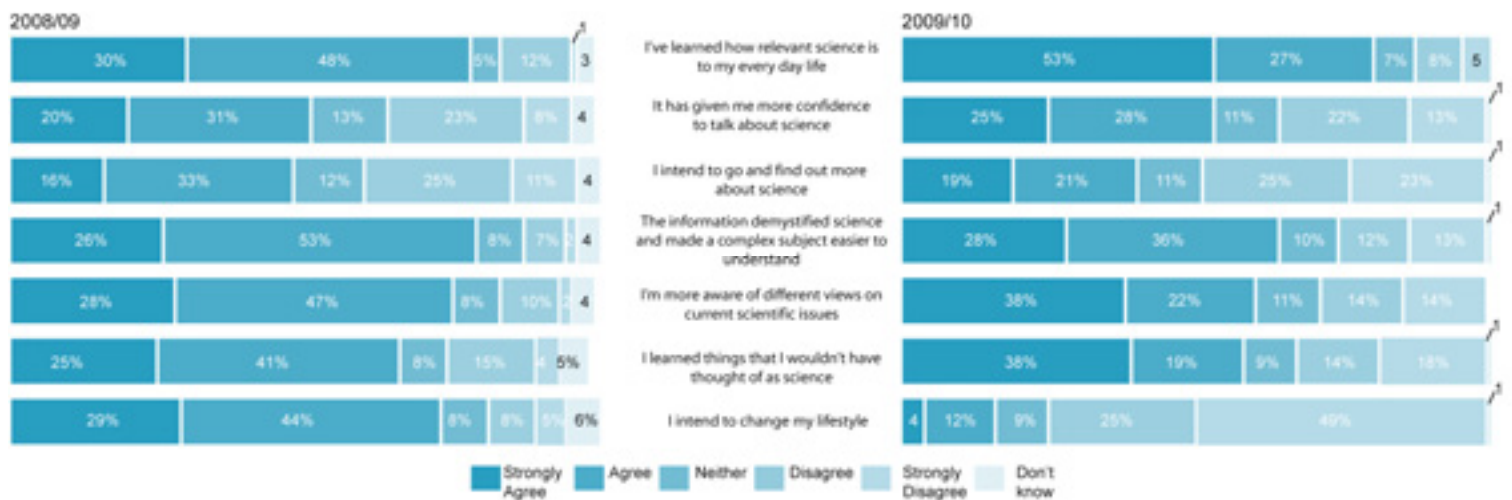
Impact on attitude to science

8.34 36% of visitors agreed that their visit to DSC had changed their attitude to science in some way in Year 2, a slight increase on the result for Year 1 (33%). Such visitors were most likely to cite that they had gained increased interest in science as a reason for this (33%).

8.35 Whereas one-quarter of visitors stated that they were unsure if their attitude had changed in Year 1, only 5% stated this in Year 2. Instead visitors were significantly more likely to state that their attitude had not changed (58% compared to 41% in Year 1). Over half of such visitors explained this response through already having knowledge or understanding of science (53%).

Learning outcomes

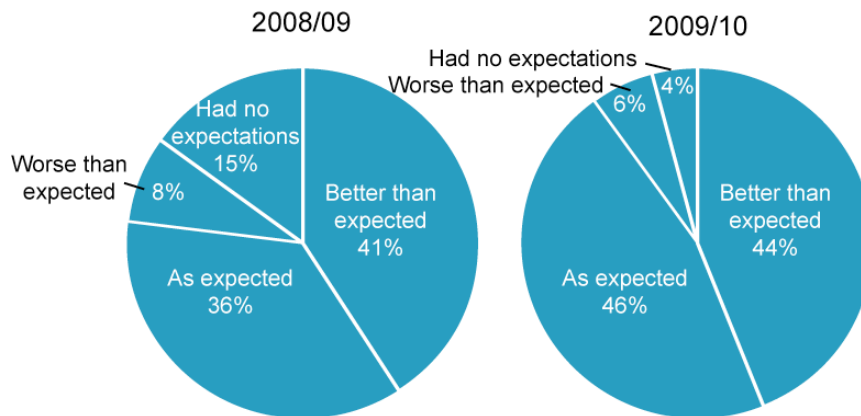
8.36 The chart below shows the extent of learning outcomes gained by visitors to DSC. Whilst the annual results last year showed that the proportion of visitors strongly agreeing with the outcomes was below the combined Centre average, Year 2 has seen a shift in results and the proportions strongly agreeing has increased across the board. Visitors were noticeably more likely to agree that they had learnt things they would not have thought of as science (57% agree, 38% strongly) and that they had learnt how relevant science is to their everyday lives (80% agree, 53% strongly).



Satisfaction

Overall satisfaction

8.37 The majority of visits to DSC exceeded or met expectations during both years, and this finding was more pronounced in the second year of research. First time visitors were more likely to have their expectations exceeded than adult-only visitors (51% vs. 36%), and first-time visitors were more likely than repeat visitors (45% vs. 34%). For the 44% who had their expectations exceeded in 2009/10, the most common reason for this was the surprising variety of things to do (30%).



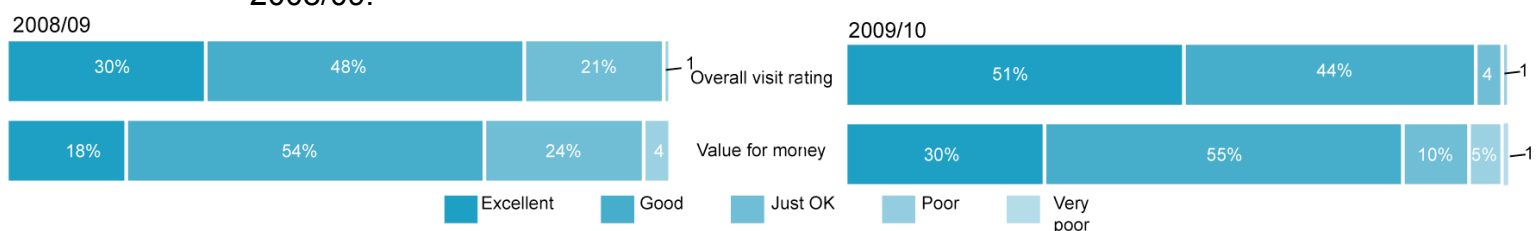
8.38 The proportion of visitors arriving with no expectations decreased significantly in 2009/10 from 15% to 6%.

8.39 The visit experience disappointed 6% of visitors in Year 2 (8% in Year 1). Whilst a visit may not fully live up to the expectations of all visitors, the chart below shows that the overall visit experience was rated highly: just 1% rated this as 'poor'.

8.40 DSC is also seen as good value for money on the whole; 6% rated this aspect as 'poor' or 'very poor' (4% in Year 1). Visitors appear more price sensitive at DSC than the combined average across all four sites.

8.41 There have been fairly substantial increases in both measures of satisfaction in the second year of research, a result that also translates into satisfaction with individual elements of the visit below, noticeably satisfaction with staff.

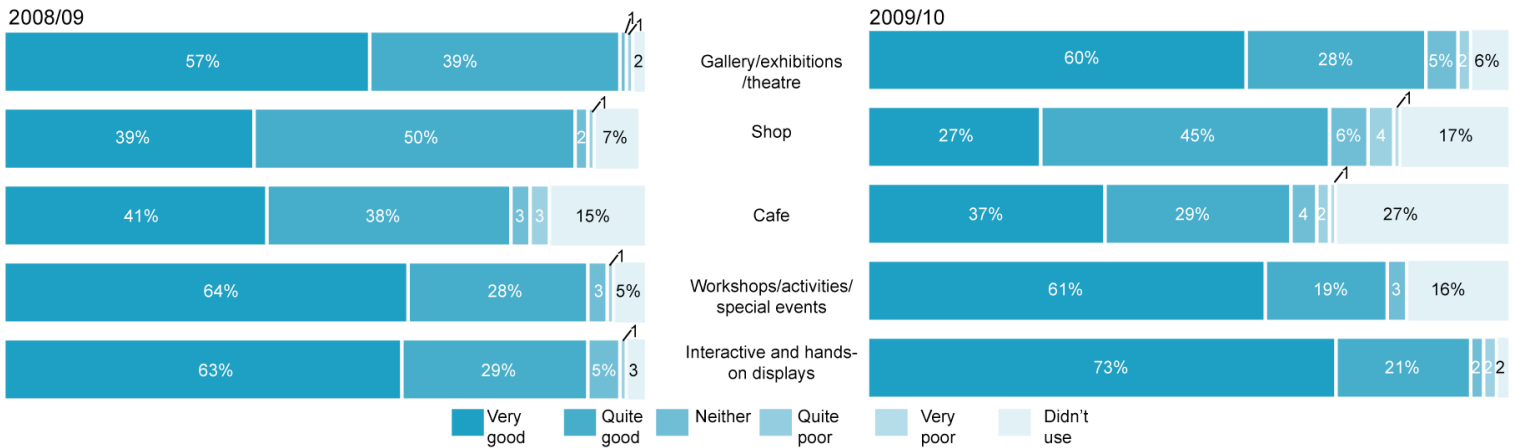
8.42 Whilst the proportion of adult-only visitors decreased significantly in 2009/10, their satisfaction has seen vast improvements with just under half of such visitors rating their visit as 'excellent' in 2009/10 compared to only 15% in 2008/09.



Satisfaction with elements of the visit

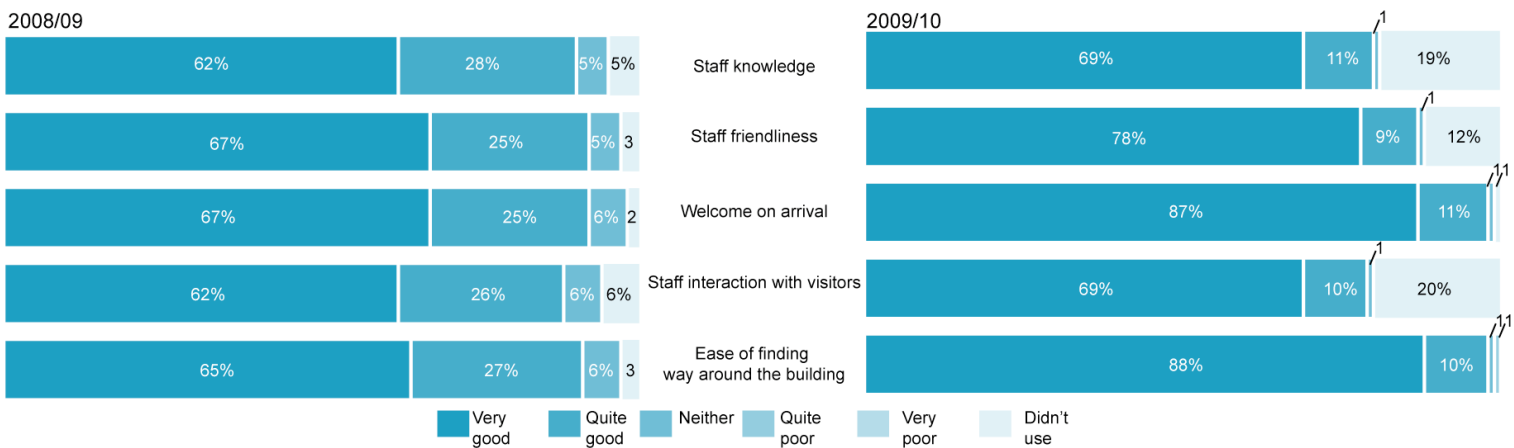
8.43 The various elements of DSC's offer have remained well used, although there has been a fall in the proportion of visitors using the shop and café facilities and participating in the workshops / activities / special events in 2009/10. Nevertheless, these elements were more highly used than the combined average across all four Centres.

8.44 The interactive and hands-on displays saw a significant rise in satisfaction in Year 2, and this is related to the increased proportion of Learning family and Kids first family segments, who are both highly receptive of this element.



8.45 The chart below shows levels of satisfaction with staff and wayfinding at DSC. These elements were all rated very highly by those who used them - noticeably so in the second year of research. Visitors particularly appreciated staff for their friendliness and the welcome.

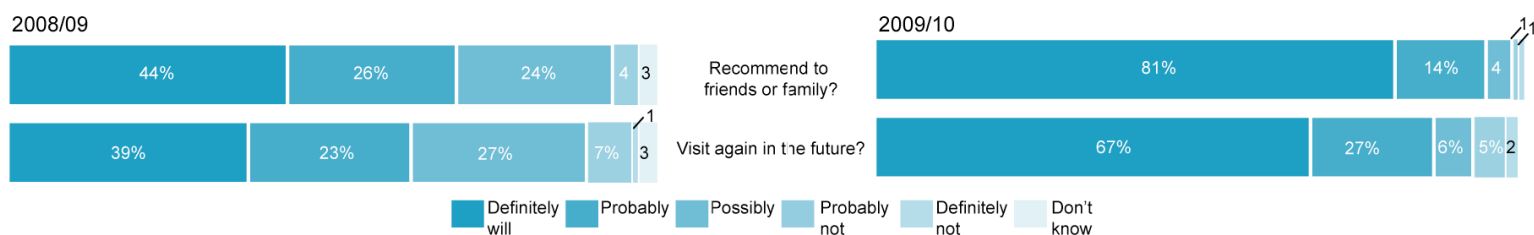
8.46 Despite the rise in satisfaction with staff, visitors were less likely to interact with staff in the second year.



Recommendation and returning

8.47 Mirroring improvements in satisfaction levels in Year 2, the results also show that propensity to recommend a visit and return in future have both significantly increased. In 2009/10 just over 8 in 10 visits ended with visitors planning to recommend a visit to others and over two-thirds planned to make a repeat visit.

8.48 In 2009/10 over 6 in 10 first-time visitors stated they would definitely return, highlighting the potential for developing and growing the repeat audience.



Potential improvements

8.49 The table below shows the extent of suggestions for particular improvements. These results were coded from open-ended responses given by visitors at the end of the survey. Where respondents gave more than one suggestion for improvement, each suggestion has been coded separately, thus results total more than 100%.

Thinking about your visit today, what, if anything, do you think could be improved? - Coded	2008/09	2009/10
Base	551	809
Nothing.	44%	59%
Expensive or over-priced (including car park).	11%	8%
More interactivity / workshops for children.	5%	7%
Café, shop or food.	7%	5%
Things not working.	3%	5%
Exhibits need updating / rotating / need new exhibits.	3%	4%
Transport and directions difficult.	1%	1%
Signage and layout of the museum – negative.	2%	1%
Criticism of specific exhibit.	1%	1%
More information on exhibits and venue.	1%	1%
Issues for disabled / elderly.	1%	1%
Other	27%	12%
No reply	22	0

8.50 In Year 2 the majority of visitors could not think of anything that would have enhanced their visit, an improvement on the result for Year 1 when the majority were able to think of some improvement (56% made a suggestion compared to only 41% in Year 2).

8.51 Price continued to be the most frequently cited suggestion for improvement in 2009/10.

9 SATROSPHERE - RESULTS AND TRENDS

Summary

- 9.1 Satrosphere has a loyal core audience in the local area; half of visitors were on a repeat visit in the second year of research, and just over one-third of visitors were regular visitors.
- 9.2 The audience profile was dominated by family visitors, with a strong emphasis on those seeking learning experiences for their children. The Centre attracted small proportions of adult-only visits.
- 9.3 Temporary exhibitions in 2009/10 were highly successful in driving visits, with over 4 in 10 coming specifically to see an exhibition in the second year of research.
- 9.4 The venue has been increasingly successful in delivering its learning outcomes and 38% of visitors agreed that their attitude to science had changed as a result of their visit, a result that was significantly higher than the combined-Centre average.
- 9.5 Satrosphere also achieved higher levels of overall satisfaction in the second year of research.

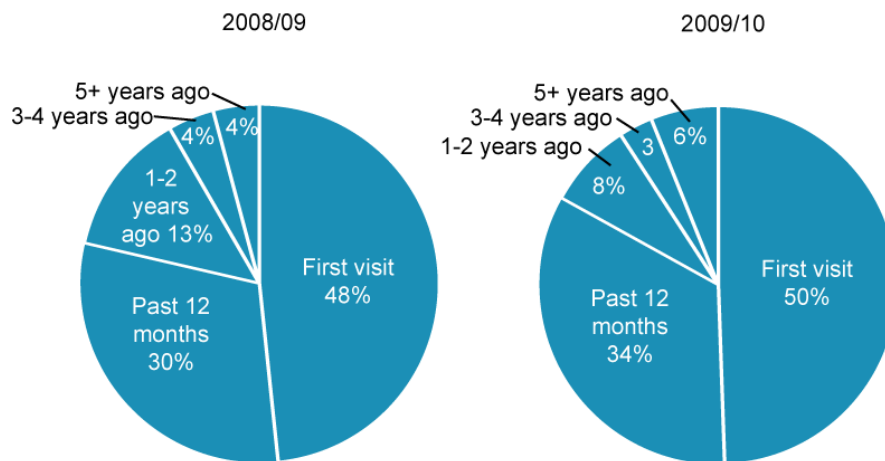
Introduction

- 9.6 This chapter provides an overview of results for Satrosphere, comparing results for Year 1 (2008/09) alongside those for Year 2 (2009/10) and identifying where there have been significant changes and trends. The chapter examines findings on visitor profile, motivation, the visit experience, outcomes delivered to visitors and visitor satisfaction, and potential improvements identified through the survey.
- 9.7 All percentage results shown below are weighted data from the visitor survey results. Most results are from the responses of the individual interviewed only. The total base for these responses is 522 for Year 1 and 751 for Year 2.
- 9.8 Demographic data relating to age, gender and ethnicity however was collected for all members of the visiting party in order to capture a more complete picture of the whole audience for the Centre. Where this is the case, the sample size will be larger and will be noted as 'group data'. The bases for these results are 1,976 for age, 1,984 for gender and 1,973 for ethnicity.
- 9.9 Comparisons of annual (Year 1 against Year 2) and quarterly data are also included where there are notable differences.

Visitor profile

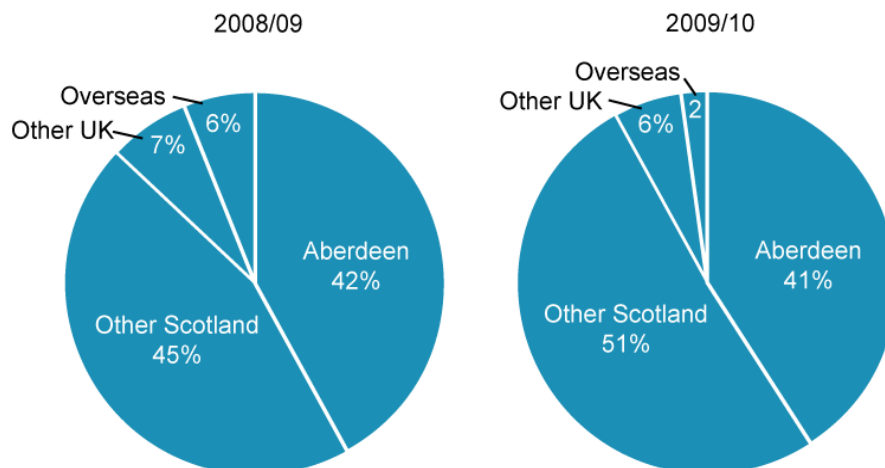
Repeat and first time visiting

9.10 Visits to Satrosphere were evenly split between new visitors and those returning for a repeat visit in the second year of research. The Centre had a relatively large proportion of recent repeat visitors returning within 12 months; at just over one-third of visits in 2009/10 this compares to an overall centre average of 18%.



Origin

9.11 The majority of visits were made by Scottish residents, and Satrosphere has a significant local audience with over 4 in 10 visitors coming from Aberdeen in both Years 1 and 2. Overseas visitors accounted for only 2% of the audience in 2009/10, a decrease on Year 1 and inconsistent with the trend in the combined results across the Centres.



Social grade

9.12 In 2009/10 73% of visitors to Satrosphere were from the higher ABC1 social grades (74% in 2008/09).

Age

9.13 In both years of research around half of visitors were under 16 (50% Year 1, 49% Year 2), reflecting the large proportion of visits made by families. Younger children (aged 7 or under) represented a larger proportion of the audience at Satrosphere (31%) compared to the all-Centre results (22%).

Gender

9.14 There was a slight majority of female visitors (55% Year 1, 54% Year 2).

Disability

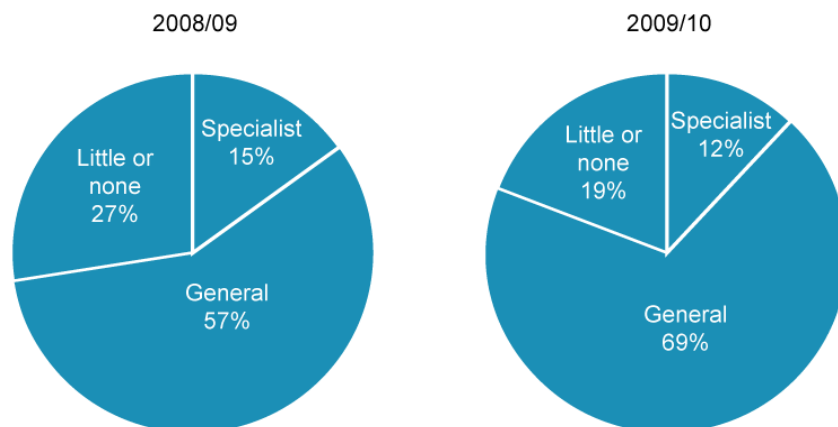
9.15 4% of visitors to Satrosphere had a long standing, illness, disability or infirmity during both years of the research.

Ethnicity

9.16 In 2009/10 only 1% of visits to Satrosphere were made by visitors from Black and minority ethnic backgrounds, compared to 6% for the all-Centre average and 3% at Satrosphere in 2008/09.

Existing knowledge of the subject

9.17 Satrosphere has not seen as significant a shift in knowledge profile as the combined results across all four Centres in the second year of research. Nevertheless there was a significant increase in the proportion of visitors claiming general knowledge of the subjects covered and an attendant decrease in the proportion citing little or no knowledge.



9.18 In 2009/10 14% of respondents had a professional or academic involvement with science: of these 38% were studying or teaching a related subject. The proportion of visitors with a professional or academic involvement fell from 20% in 2008/09.

Awareness and visiting other Scottish Science Centres

9.19 54% of respondents could name (unprompted) one or more other Science Centres in Scotland in Year 2, only a slight decrease on the result for Year 1.

Awareness amongst Satrosphere’s audience was significantly higher than the all-Centre average (26% could name another centre unprompted in 2009/10) and is reflective of the high proportion of visitors based in Scotland. 61% named GSC, 43% DSC and 40% ODE. Awareness rose to 78% when prompted.

9.20 In terms of visit history, just over 4 in 10 visitors had attended another science centre elsewhere in the past 2 years in 2009/10, most commonly Our Dynamic Earth for the Scottish Science Centres.

The decision to visit

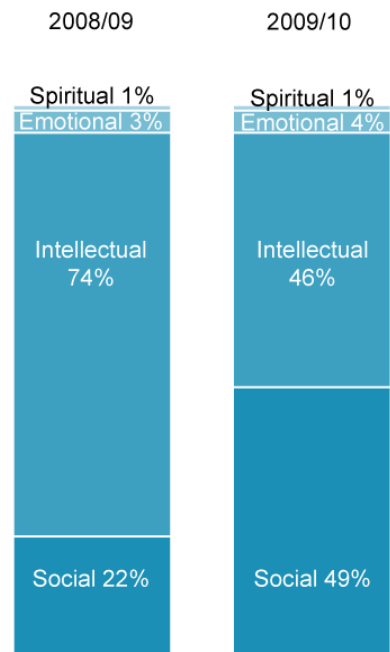
Motivations

9.21 The table below shows the motivations of visitors to Satrosphere. Visitors were asked to choose all their motivations for visiting, and then to pick their main one. The graph on the right compares visitors’ main motivations across the two years.

9.22 The results show that compared to 2009/10, Satrosphere attracted a significantly larger proportion of mainly socially driven visitors in 2009/10, and a significantly smaller proportion of mainly intellectually focused visitors.

9.23 The majority of the socially driven audience is motivated by a ‘visitors attraction’ motivation, wanting to visit one of the area’s key attractions. The majority of the intellectually driven audience is made up of parents seeking to develop their children’s interest in science.

Visit motivations Satrosphere: 2009/10			
Generic	Motivation	All	Main
Spiritual	Reflection	3%	-
	Inspiration	7%	0%
	Stimulate creativity	7%	0%
Emotional	Awe and wonder	14%	3%
	Insight	13%	1%
Intellectual	Connection	3%	0%
	Academic / prof. interest	2%	-
	Hobby / personal interest	4%	1%
	Self-improvement	18%	1%
	Encourage children's interest	60%	44%
Social	Enjoyable	40%	16%
	To see to do	58%	33%



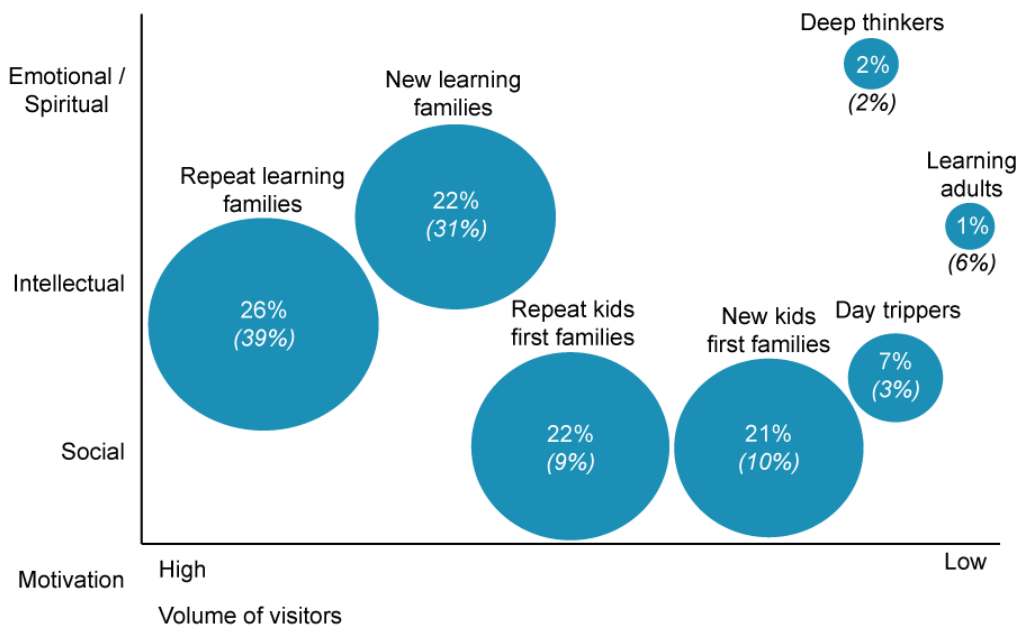
Reasons for visiting

9.24 The chart below shows visitors’ main reason for their visit. Whilst the majority in both Years 1 and 2 were coming for a general visit, the second year of research demonstrated that visitors’ focus was increasing, with a significant rise

in the proportion of visitors coming specifically to see a particular gallery or exhibition (from 9% to 44%). This is likely to be due to the Wallace and Gromit 'Animated Adventures' (which took place in Quarter 2 2009/10) when 52% of visitors came specifically to see an exhibition / gallery), and the Walking with Dinosaurs exhibition (which took place in Quarter 4 2009/10) when 60% of visitors came specifically to see an exhibition / gallery.

Segments

9.25 The diagram below illustrates the size of the segments for Year 2 of the research, with results for Year 1 in brackets:



9.26 Whilst the majority of the audience continued to be made up of family segments in 2009/10, the segment profile saw a significant fall in Learning families (repeat and new) and a significant increase in Kids first families (repeat and new). Despite this decrease in Learning families, Satrosphere still attracted a higher proportion of this segment than the all-Centre average in 2009/10 (48% vs. 35%).

9.27 The proportion of Day trippers doubled between Years 1 and 2, but remains 3 times smaller than the all-Centre average (7% vs. 21% in 2009/10). Learning adults were less prominent in Year 2, representing only 1% of the audience compared to 6% in Year 1.

The visit

Time spent on site

9.28 In 2009/10 an average visit to Satrosphere lasted 1 hour and 46 minutes. Dwell time rose by 10 minutes in Year 2. Family groups spent on average 34 minutes longer on a visit than adult-only visitors.

Group composition

9.29 Only 3% of visitor groups visited Satrosphere on their own in Year 2 (1% in Year 1). The majority of visitors were in a family group across both years of research (95% in 2008/09. 94% in 2009/10).

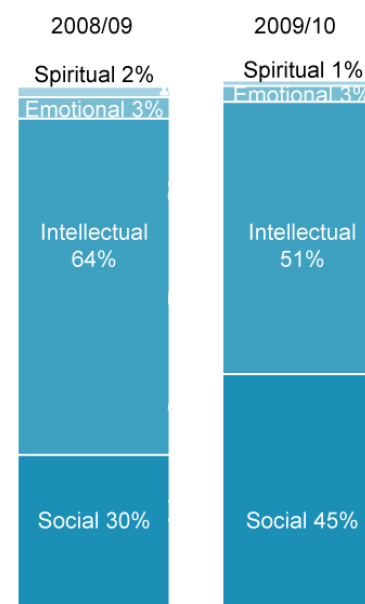
9.30 The average party size was 3.5 people in 2009/10. On average, family groups included 3.6 people, and adult-only groups 2.4 people.

Outcomes

9.31 The table below compares all motivations of visitors alongside all of the outcomes they experienced. The results show that Satrosphere has been meeting or exceeding expectations, as demonstrated by the 'net difference' column. For example, 40% of visitors were in part motivated by the social driver 'it's an enjoyable place to spend time with other people', but 86% of visitors experienced this as an outcome, giving a net difference of 46%. Visitors were also particularly surprised by how much they developed their knowledge and how stimulating the experience was on a creative level.

All motivations and outcomes Satrosphere: 2009/10				
Generic	Motivation	Motivation	Outcome	Net difference
Spiritual	Reflection	3%	9%	+6%
	Inspiration	7%	7%	-
	Stimulate creativity	7%	17%	+10%
Emotional	Awe and wonder	14%	19%	+5%
	Insight	13%	23%	+10%
Intellectual	Connection	3%	11%	+8%
	Academic / prof. interest	2%	2%	-
	Hobby / personal interest	4%	3%	-1%
	Self-improvement	18%	34%	+16%
	Encourage children's interest	60%	81%	+21%
Social	Enjoyable	40%	86%	+46%
	To see to do	58%	59%	+1%

9.32 After selecting all of the outcomes they experienced, visitors were asked to choose their main outcome. The graph on the right shows results for visitors' main outcome for both years of research and results are grouped under the four key categories of spiritual, emotional, intellectual and social. As can be seen in Year 2 Satrosphere delivered a larger proportion of social main outcomes and smaller proportion of intellectual main outcomes compared to Year 1.



Impact on attitude to science

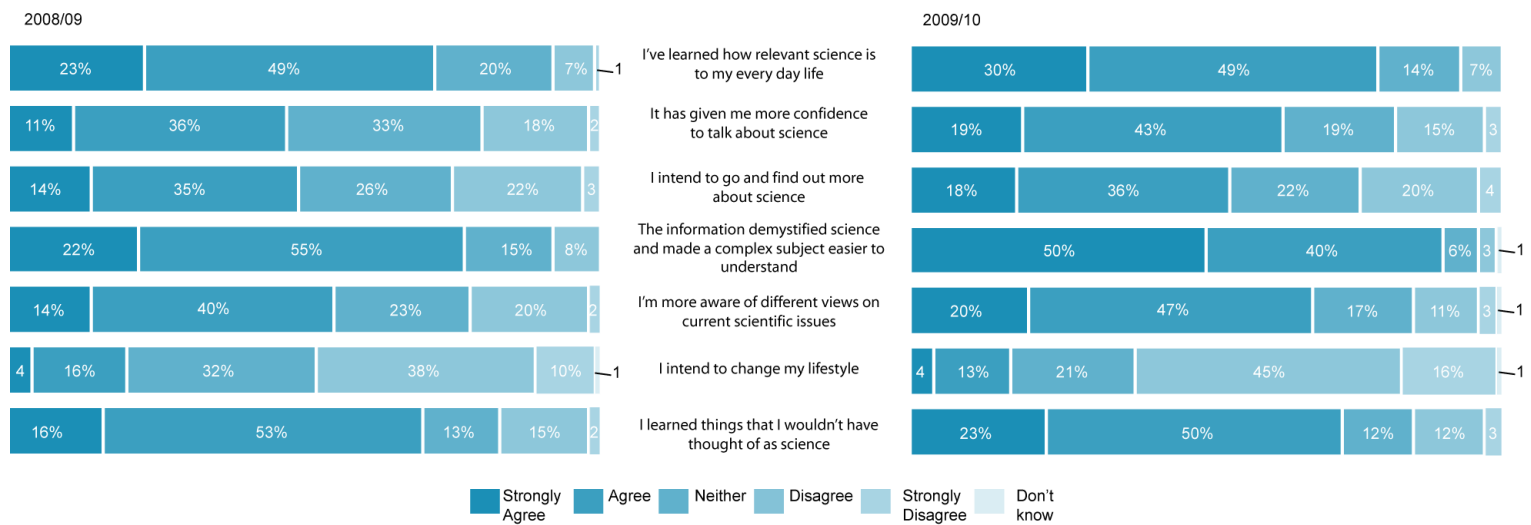
9.33 38% of visitors agreed that their visit to Satrosphere had changed their attitude to science in some way, a slight increase on the result for 2008/09 (35%). Such visitors were most likely to cite that science had been made more fun and child friendly as a reason for this (26%).

9.34 For the 56% who stated that their visit had not changed their attitude to science in 2009/10, this was most frequently because they already had knowledge or interest in the topics covered (54%).

Learning outcomes

9.35 The chart below shows the extent of learning outcomes experienced by visitors to Satrosphere. Visitors were more likely to strongly agree with all of the learning outcomes in Year 2 of the research compared to Year 1, with the exception of visitors agreeing that they will now change their lifestyle in some way.

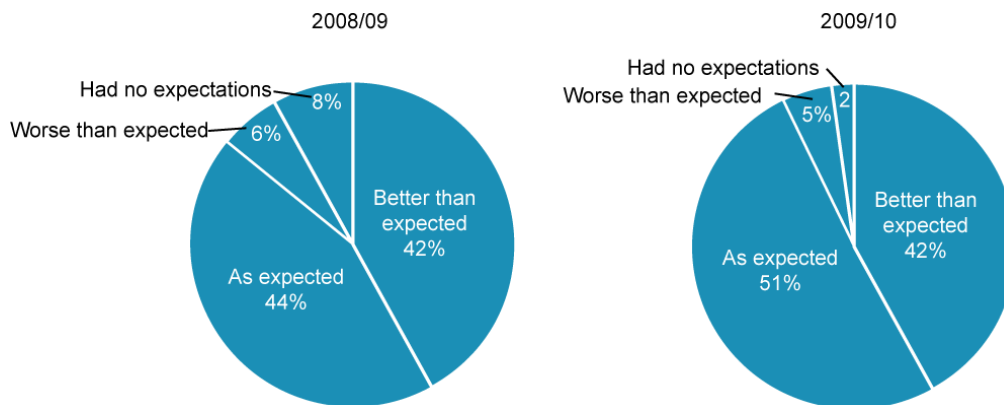
9.36 Satrosphere was particularly successful in demystifying science and making a complex subject easier to understand in the second year of research (half of visitors strongly agreed with this outcome compared to 22% in Year 1).



Satisfaction

Overall satisfaction

9.37 Visits to Satrosphere exceeded expectations for over 4 in 10 visitors. First-time visitors (49%) were more likely to have their expectations exceeded than repeat visitors (35%). There have been only slight shifts in the proportion of visitors having their expectations met, exceeded or unmet across the 2 years of research.

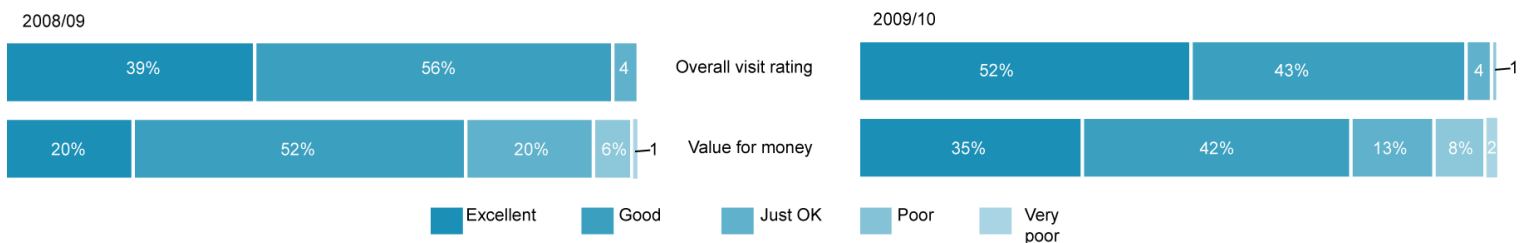


9.38 For the 42% of visitors who had their expectations exceeded in 2009/10, the most frequent reasons given for this were there being more variety and more to do (20%) and more interactive features (17%) than expected.

9.39 The visit experience disappointed 5% of visitors in 2009/10. Family visitors were slightly more likely to leave disappointed than adult-only visitors.

9.40 Whilst a visit may not fully live up to the expectations of all visitors, the chart below shows that the overall visit experience was rated highly: only 1% described it as 'poor' in 2009/10. Satrosphere was also seen as offering relatively good value for money.

9.41 Both of the above measures of satisfaction rose in the second year of research, with the proportion of visitors rating their overall visit as 'excellent' rising significantly from 39% to 52%, and the proportion rating their visit as 'excellent' value for money rising from 20% to 35%.

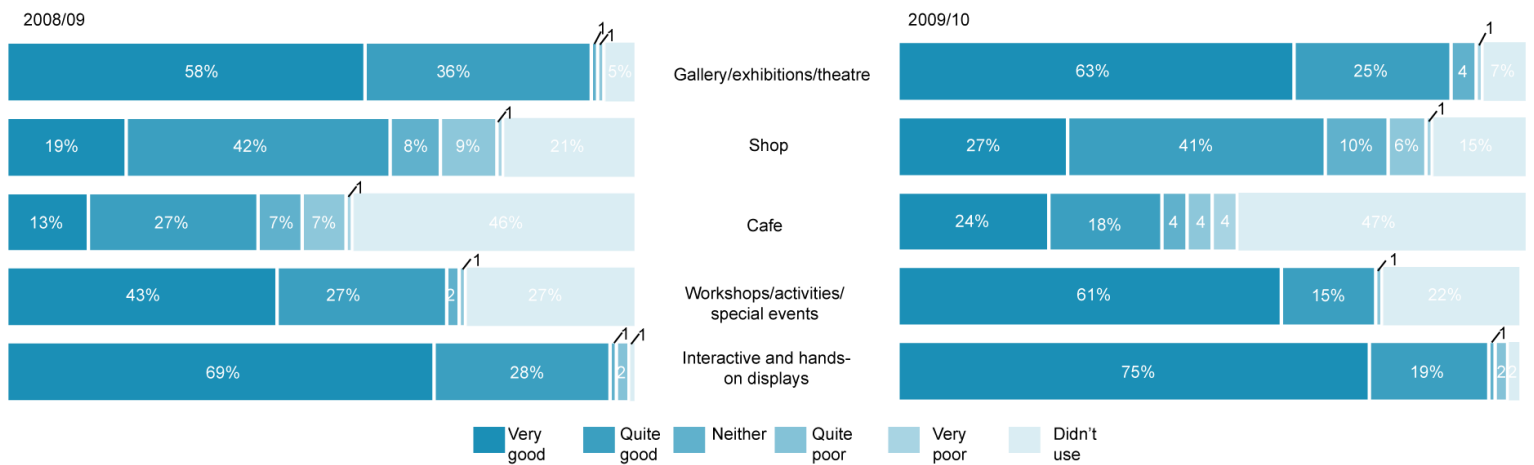


Satisfaction with elements of the visit

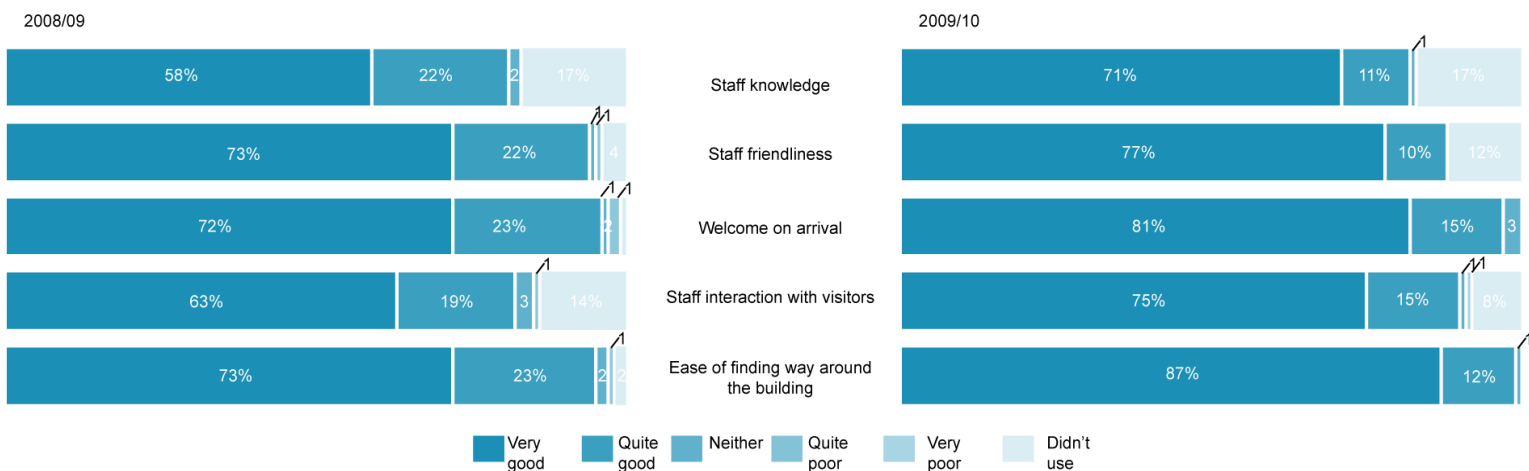
9.42 The chart below shows levels of satisfaction with individual elements of the Satrosphere offer. Satisfaction levels have increased across the board in 2009/10, reflecting the uplift in overall satisfaction reported above.

9.43 In both years of the research, the highest-rated and most widely used elements were the gallery spaces and interactive displays. The shop is particularly well used at this Centre (visited by 85% of visitors in 2009/10 compared to the combined all-centre results of 67%). Satisfaction with shop and café users has increased in the second year, noticeably so with the café with the proportion of users giving this facility the top rating of 'very good' doubling to 46% in 2009/10.

9.44 Satisfaction with events and workshops has also increased significantly amongst those visitors who participated in these activities in Year 2 (79% gave them the top rating of 'very good' compared to 58% in Year 1).



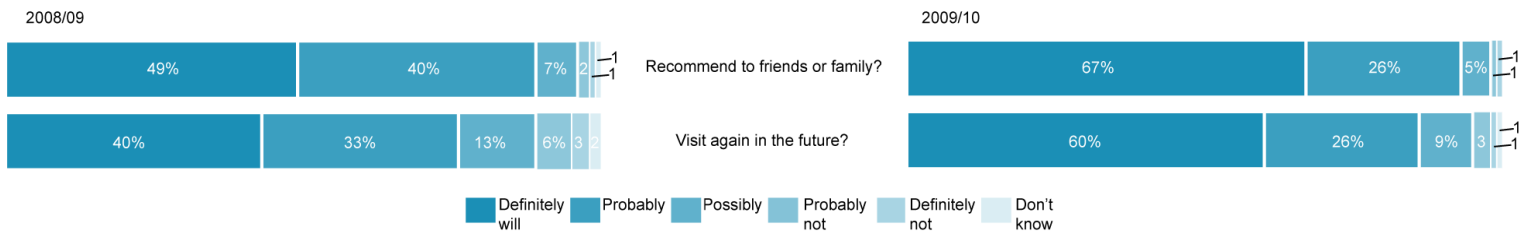
9.46 The chart below shows levels of satisfaction with staff and wayfinding at Satrosphere. Similarly to satisfaction levels reported above, satisfaction with staff and orientation both increased in Year 2, and staff were particularly appreciated for their friendliness and the way in which they greeted visitors on arrival.



Recommendation and returning

9.47 Increased satisfaction has translated into visitors in Year 2 being more likely to recommend a visit to others and to return themselves in the future. Over two-thirds of visitors would definitely recommend a visit in 2009/10, and 6 in 10 planned to return in the future.

9.48 Family visitors are significantly more likely to make a return visit than adult visitors in 2009/10 (61% definitely will vs. 45%).



Potential improvements

9.49 The table below shows the extent of suggestions for particular improvements. These results were coded from open-ended responses given by visitors at the end of the survey. Where respondents gave more than one suggestion for improvement, each suggestion has been coded separately, thus results total more than 100%.

Thinking about your visit today, what, if anything, do you think could be improved? – Coded	2008/09	2009/10
Base	522	751
Nothing.	41%	39%
Exhibits need updating / rotating / need new exhibits.	14%	15%
Things not working.	6%	13%
Café, shop or food.	13%	12%
Expensive or over-priced (including car park).	5%	12%
More interactivity / workshops for children.	5%	7%
Signage and layout of the museum – negative.	5%	2%
Criticism of specific exhibit.	1%	1%
More information on exhibits and venue.	4%	0%
Transport and directions difficult.	2%	0%
Issues for disabled / elderly.	0%	0%
Other.	20%	22%
No reply	11	-

9.50 The most frequently mentioned topic when suggesting improvements centred on the exhibits, which 15% of visitors thought needed updating or rotating in the second year of research, an opinion that was strongest amongst the most regular visitors, returning within 12 months.

9.51 A comparison across the 2 years of research has shown a significant increase in the proportion of visitors citing ‘things not working’ as an area for improvement in 2009/10, and visitors were also more price-sensitive in Year 2.

10 CONCLUSIONS AND RECOMMENDATIONS

Key conclusions and recommendations

10.1 The following points focus on the main findings from the 2 years of research and how this data could be used to inform developments.

Gaining ground in the visitor attractions market

10.2 The majority of visits to the Scottish Science Centres were made by Scottish residents over the 2 years, although the proportion of visits made by overseas visitors significantly increased in Year 2 based on the all-Centre average. This suggests that the Centres have gained ground in the visitor attractions market becoming increasingly established as a tourist destination.

Building a base of core regulars

10.3 Over the course of the research first-time visitors dominated with the proportion of regular repeat visitors (who last visited less than a year ago) representing fewer than 1 in 5 visits. Changing content is key in reactivating visitors, thus keeping them up to date with a changing exhibitions and events programme is vital, particularly so given the reduction in visit figures at three of the four Centres in Year 2 of the research.

10.4 Offering price incentives would also help further establish this base of core repeat visitors, rewarding them for their loyalty.

10.5 The research has shown that certain temporary exhibitions have generated relatively high proportions of focused visitors, coming specifically to see an exhibition or gallery, and this highlights how effective changing content is in driving visits.

Communicating the benefits

10.6 Increased cross-centre marketing would help counter the fall in overall awareness of the Science Centres reported in the second year of research.

10.7 Visitors are often surprised by the range of benefits that they experience during a visit, particularly how entertaining their trip was whilst also offering them an unexpected level of insight. Better informing visitors (both current and potential) of such benefits in marketing materials may further broaden the audience, and deepen market penetration into the attractions market.

10.8 Furthermore, highlighting the significant emotional and spiritual benefits to a visit – such as creative stimulation and experiencing awe and wonder – may counter the significant fall in the number of Deep thinkers (emotionally and spiritually driven adults) reported in Year 2.

10.9 Closely monitoring how visitors find out about the centres – the specific marketing materials that they use – would help to better target these messages and work out the most effective methods to use.

Encouraging deeper engagement

10.10 There was a slight increase in the proportion of mainly socially driven visitors attending the Centres in Year 2 of the research, presenting a challenge - already highlighted during the first year of research - of ensuring these visitors feel comfortable on a visit and encouraging them to engage with content on an intellectual or even emotional / spiritual level. For example, Kids first parents could be further drawn into the content through activities that involve all members of the family.

10.11 Socially motivated adults – Day trippers – could also be further encouraged to engage. Over the course of the research they were the least satisfied with their visit experience, and often opted to distance themselves from Centre staff. Were staff to more proactively facilitate their visit and direct them to adult-relevant content, they may find that they get more out of their visit. Those visitors who interact with staff tend to rate their overall visit more highly and this finding could drive and focus front-of-house staff and customer service.

Providing information and interpretation for a range of knowledge backgrounds

10.12 The results suggest that the Centres have been successful in engaging socially motivated visitors on an intellectual level, with a higher proportion of visitors experiencing mainly intellectual outcomes in Year 2. Visitors were, however, less likely to agree with the Centres' learning outcomes in the second year and this is, in part, related to the shift in visitors' knowledge profile. The second year of research saw a significant rise in the proportion of visitors arriving with little or no knowledge of science, further emphasising the importance of presenting content at a variety of levels to meet the needs of different visitors.

10.13 The data suggests that the needs of Learning adults have been better met in the second year of research, this result should be built on through targeted interpretation, workshops and events, and opportunities and resources for them to further explore their interests independently after a visit.

Monitoring all areas of the visit experience

10.14 Based on the all-Centre average, visitors were more likely to rate their overall visit as 'excellent' during the second year of research, and this increased satisfaction translated into greater propensity to return and recommend a visit to others.

10.15 Visitors spent a long time on site during their visit, over two hours for the all-Centre average, and usage of the café and shop facilities was high across the Centres, with 6 in 10 visits having involved a trip to the café, and 7 in 10 a trip to the shop. However, these elements of the visit have been the most poorly

rated and there is scope to continue working to improve the visitor experience in these areas in order to match increased satisfaction with other elements of a visit.

11 DATA APPENDIX

TECHNICAL NOTE

Weighting the sample and accounting for refusals

11.1 The sample was weighted to reflect visitor flow over the interview period, using visit figures supplied by Scottish Science Centres. We also monitored the people who refused to complete the survey, and if a specific group e.g. families were under-represented we incorporated this into our weighting so we could accurately represent the visits to each venue. A second weight has been used to generate the corporate data (Scottish Science Centres Overall). This second weight takes into account the proportions of visits to each site relative to the corporate total or average. This produces data that represents Scottish Science Centres' corporate results.

11.2 The following samples were achieved during the research periods (see chapter 3 for details):

2008/09

Venue	Oct – Dec	Jan - Mar	Apr - Jun	Jul – Sept	Total
Our Dynamic Earth	196	111	123	496	926
Glasgow Science Centre	190	189	78	346	803
Dundee Science Centre	121	106	54	270	551
Satrosphere	126	129	59	208	522
Total	633	535	314	1320	2802

2009/10

Venue	Oct – Dec	Jan - Mar	Apr - Jun	Jul - Aug	Total
Our Dynamic Earth	212	216	209	218	855
Glasgow Science Centre	206	200	216	215	837
Dundee Science Centre	199	208	201	201	809
Satrosphere	140	203	200	208	751
Total	757	827	826	757	3252

11.3 The following visitor figures were used to weight the data:

2008/09

Venue	Oct – Dec	Jan - Mar	Apr - Jun	Jul - Sept	Total
Our Dynamic Earth	33,903	33,411	54,621	60,781	182,716
Glasgow Science Centre	76,895	34,287	39,347	95,604	246,133
Dundee Science Centre	12,774	11,999	18,844	28,978	72,595
Satrosphere	8,135	8,105	15,004	14,243	45,487
Total	131,707	87,802	127,816	199,606	546,931

2009/10

Venue	Oct – Dec	Jan - Mar	Apr - Jun	Jul – Aug	Total
Our Dynamic Earth	32,528	30,893	52,442	52,078	167,941
Glasgow Science Centre	34,360	25,916	57,056	94,395	211,727
Dundee Science Centre	12,607	9,664	10,510	15,209	47,991
Satrosphere	9,249	15,771	14,490	16,824	56,334
Total	88,744	82,245	134,498	178,506	483,993

11.4 The surveying ended in August rather than September for the final Quarter of research in 2009/10, meaning that the total duration of research took place over 1 year and 11 months. For this reason the data for Quarter 4 2008/09 and Quarter 4 2009/10 are not a like-for-like comparison, particularly considering the fact Quarter 4 2009/10 mainly covered the school summer holidays and peak tourist months. This, however, will only have a minimal impact on the annualised data used in this report.

Sampling Tolerances

11.5 Only a sample of the total 'population' was interviewed so we cannot be certain that the figures obtained are exactly those we would have found had every adult been interviewed (that is the true values). The survey results are not representative of either the visitor population or the Scottish population as a whole, due to sampling used (see chapter 3 for details).

11.6 For any percentage given, we can estimate confidence intervals within which the true values are likely to fall. For example on a question where 30% of the people in a sample of 250 respond with a particular answer, the chances are 95 in 100 that this result would not vary by more than plus or minus six percentage points from the result of a survey covering the population using the same procedures. The 'actual' result (95 times out of 100) is statistically more likely to be closer to the 30% result obtained from the survey than to be anywhere at all between 24% and 36%.

11.7 The table below shows how the sampling tolerances vary with the size of the sample and the percentages involved.

Sample size	95% confidence intervals (+ %)		
	10% or 90%	30% or 70%	50%
100	6	9	10
250	4	6	6
1,000	2	3	3

11.8 With any visitor survey the issues of accurate recall and honesty in responses must be taken into consideration. The data presented in this document is an accurate representation of what respondents reported to us in the exit survey. Statistical tests have been applied where relevant.

Rounding

11.9 Figures may not always add up to 100% due to rounding.

Reading the data tables

11.10 Please refer to the guide below for help in understanding how to read the data tables:

Q1/Q2 When was the last time you visited this venue?	Total	Venue: 2009/10 (Year 2)			
		Our Dynamic Earth	Glasgow Science Centre	Dundee Science Centre	Satrosphere
Base	3252	1128	1423	322	379
This is my first visit	65%	81% +	59% -	54% -	50% -
In the past 12 months	18%	5% -	23% +	23% +	34% +
Between 1 and 2 years ago	8%	5% -	11% +	8%	8%
3-4 years ago	4%	4%	5%	7% +	3%
5 or more years ago	4%	6% +	2% -	8% +	6%
No reply	23	-	17	6	0

This is the question and question number

This is the weighted base for the sample that answered this question in Year 2 of the research at all Centres

This number is the weighted base for the sample surveyed GSC

These are the responses to this question

This percentage states that 6% of ODE visitors visited over 5 years ago. The plus sign and red font indicate that this is statistically significantly different (higher) to the overall average detailed in the 'total' column.

This percentage states that 5% of ODE visitors visited 1-2 years ago. The minus sign and blue font indicate that this is statistically significantly different (lower) to the overall average detailed in the 'total' column.

11.11 Please note that in some instances data is only available for one year. This is the case where question categories are different for the two years of research, specifically for questions 5 and 6.

11.12 The social, intellectual, emotional and spiritual groupings presented below are derived from grouping visitors' responses to questions 7a / b and 15 a / b.

DATA TABLES

Q1/Q2 When was the last time you visited Venue?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base	2802	936	1261	372	233
This is my first visit	62%	73% +	59%	51% -	48% -
In the past 12 months	18%	8% -	25% +	15%	30% +
Between 1 and 2 years ago	9%	5% -	9%	18% +	13% +
3-4 years ago	5%	6%	3% -	11% +	4%
5 or more years ago	5%	8% +	4%	4%	4%
No reply	31	1	24	6	0

Q3 Including today, how many times have you visited in the past 12 months (Base: repeat visitors in 12 months only)	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Number of visits within past 12 months	3.71	3.74	3.67	3.58	3.96

Q4 About how long did you spend in the building on this visit?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Q4 About how long did you spend in the building on this visit? - MINUTES	132.3032	123.1678	149.6503	119.1258	96.1642

Q1/Q2 When was the last time you visited Venue?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base	3252	1128	1423	322	379
This is my first visit	65%	81% +	59% -	54% -	50% -
In the past 12 months	18%	5% -	23% +	23% +	34% +
Between 1 and 2 years ago	8%	5% -	11% +	8%	8%
3-4 years ago	4%	4%	5%	7% +	3%
5 or more years ago	4%	6% +	2% -	8% +	6%
No reply	23	-	17	6	0

Q3 Including today, how many times have you visited in the past 12 months (Base: repeat visitors in 12 months only)	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Number of visits within past 12 months	3.34	4.52	3.29	2.92	3.26

Q4 About how long did you spend in the building on this visit?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Q4 About how long did you spend in the building on this visit? - MINUTES	132.7213	123.5498	148.9327	124.4994	106.1386

Q4 About how long did you spend in the building on this visit?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
15 minutes or less	3%	2%	4%	3%	5%
16 to 30 minutes	1%	1%	1%	2%	2%
31 to 60 minutes	9%	9%	9%	8%	18% +
1 hour 1 minute to 2 hours	42%	53% +	31% -	43%	58% +
2 hours 1 minute to 3 hours	31%	30%	32%	39% +	13% -
More than 3 hours	13%	5% -	24% +	5% -	3% -
No reply	-	-	-	-	-

Q4 About how long did you spend in the building on this visit?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
15 minutes or less	1%	0%	1%	1%	0%
16 to 30 minutes	2%	2%	2%	2%	3%
31 to 60 minutes	7%	4% -	5% -	9%	22% +
1 hour 1 minute to 2 hours	46%	56% +	35% -	54% +	51% +
2 hours 1 minute to 3 hours	33%	34%	38% +	25% -	18% -
More than 3 hours	10%	3% -	18% +	9%	5% -
No reply	-	-	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - ODE	936	936	-	-	-
All the galleries from Time Machine to Future Dome	80%	80%	-	-	-
Saw most of the galleries	22%	22%	-	-	-
Saw a couple of the galleries	7%	7%	-	-	-
Earthscape Scotland - outdoor gallery	16%	16%	-	-	-
Perimeter of Dynamic Earth, with info panels and views of Arthur'sSeat	16%	16%	-	-	-
Special exhibitions on top floor/around entrance area	13%	13%	-	-	-
Making a general visit	15%	15%	-	-	-
Shop	64%	64%	-	-	-
Cafe	57%	57%	-	-	-
Ocean Commotion Play Area	9%	9%	-	-	-
Other	1%	1%	-	-	-
No reply	2	2	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - ODE	219	219	-	-	-
All the galleries from Time Machine to Future Dome	96%	96%	-	-	-
Saw most of the galleries	3%	3%	-	-	-
Saw a couple of the galleries	1%	1%	-	-	-
Earthscape Scotland - outdoor gallery	4%	4%	-	-	-
Perimeter of Dynamic Earth, with info panels and views of Arthur'sSeat	8%	8%	-	-	-
Special exhibitions on top floor/around entrance area	10%	10%	-	-	-
Making a general visit	2%	2%	-	-	-
Shop	45%	45%	-	-	-
Cafe	27%	27%	-	-	-
Ocean Commotion Play Area	2%	2%	-	-	-
Other	1%	1%	-	-	-
No reply	-	-	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - ODE	-	-	-	-	-
All the galleries from Time Machine to Future Dome	-	-	-	-	-
Saw most of the galleries	-	-	-	-	-
Saw a couple of the galleries	-	-	-	-	-
Earthscape Scotland - outdoor gallery	-	-	-	-	-
Saw 'We are Astronomers' 360 degrees dome film	-	-	-	-	-
Perimeter of Dynamic Earth, with info panels and views of Arthur'sSeat	-	-	-	-	-
Special exhibitions on top floor/around entrance area	-	-	-	-	-
Making a general visit	-	-	-	-	-
Shop	-	-	-	-	-
Cafe	-	-	-	-	-
Ocean Commotion Play Area	-	-	-	-	-
Other	-	-	-	-	-
No reply	-	-	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - ODE	560	560	-	-	-
All the galleries from Time Machine to Future Dome	87%	87%	-	-	-
Saw most of the galleries	4%	4%	-	-	-
Saw a couple of the galleries	5%	5%	-	-	-
Earthscape Scotland - outdoor gallery	3%	3%	-	-	-
Saw 'We are Astronomers' 360 degrees dome film	24%	24%	-	-	-
Perimeter of Dynamic Earth, with info panels and views of Arthur'sSeat	2%	2%	-	-	-
Special exhibitions on top floor/around entrance area	1%	1%	-	-	-
Making a general visit	3%	3%	-	-	-
Shop	60%	60%	-	-	-
Cafe	29%	29%	-	-	-
Ocean Commotion Play Area	2%	2%	-	-	-
Other	-	-	-	-	-
No reply	-	-	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - ODE	-	-	-	-	-
All the galleries from Time Machine to Future Dome	-	-	-	-	-
Saw most of the galleries	-	-	-	-	-
Saw a couple of the galleries	-	-	-	-	-
Earthscape Scotland - outdoor gallery	-	-	-	-	-
Saw 'We are Astronomers' 360 degrees dome film	-	-	-	-	-
Saw 'Adventure' Scotland's 4D experience	-	-	-	-	-
Perimeter of Dynamic Earth, with info panels and views of Arthur'sSeat	-	-	-	-	-
Special exhibitions on top floor/around entrance area	-	-	-	-	-
Making a general visit	-	-	-	-	-
Shop	-	-	-	-	-
Cafe	-	-	-	-	-
Ocean Commotion Play Area	-	-	-	-	-
Other	-	-	-	-	-
No reply	-	-	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - ODE	350	350	-	-	-
All the galleries from Time Machine to Future Dome	97%	97%	-	-	-
Saw most of the galleries	1%	1%	-	-	-
Saw a couple of the galleries	-	-	-	-	-
Earthscape Scotland - outdoor gallery	-	-	-	-	-
Saw 'We are Astronomers' 360 degrees dome film	60%	60%	-	-	-
Saw 'Adventure' Scotland's 4D experience	53%	53%	-	-	-
Perimeter of Dynamic Earth, with info panels and views of Arthur'sSeat	-	-	-	-	-
Special exhibitions on top floor/around entrance area	-	-	-	-	-
Making a general visit	-	-	-	-	-
Shop	57%	57%	-	-	-
Cafe	27%	27%	-	-	-
Ocean Commotion Play Area	1%	1%	-	-	-
Other	-	-	-	-	-
No reply	-	-	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base - GSC	1261	-	1261	-	-
Science Mall	86%	-	86%	-	-
IMAX cinema	18%	-	18%	-	-
Glasgow Tower	7%	-	7%	-	-
Planetarium	16%	-	16%	-	-
Climate Change Theatre	3%	-	3%	-	-
Science Show	13%	-	13%	-	-
Science Workshop	9%	-	9%	-	-
Making a general visit	18%	-	18%	-	-
Shop	46%	-	46%	-	-
Cafe	45%	-	45%	-	-
Other	2%	-	2%	-	-
No reply	5	-	5	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base - GSC	231	-	231	-	-
Science Mall	83%	-	83%	-	-
IMAX cinema	25%	-	25%	-	-
Glasgow Tower	-	-	-	-	-
Planetarium	8%	-	8%	-	-
Climate Change Theatre	-	-	-	-	-
Science Show	7%	-	7%	-	-
Science Workshop	16%	-	16%	-	-
Making a general visit	3%	-	3%	-	-
Shop	46%	-	46%	-	-
Cafe	41%	-	41%	-	-
Other	12%	-	12%	-	-
No reply	-	-	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - GSC	-	-	-	-	-
Science Mall	-	-	-	-	-
IMAX cinema	-	-	-	-	-
Glasgow Tower	-	-	-	-	-
Planetarium	-	-	-	-	-
Climate Change Theatre	-	-	-	-	-
Science Show	-	-	-	-	-
Future Foods Exhibit	-	-	-	-	-
Science Workshop	-	-	-	-	-
Making a general visit	-	-	-	-	-
Shop	-	-	-	-	-
Cafe	-	-	-	-	-
Other	-	-	-	-	-
No reply	-	-	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - GSC	174	-	174	-	-
Science Mall	77%	-	77%	-	-
IMAX cinema	19%	-	19%	-	-
Glasgow Tower	-	-	-	-	-
Planetarium	14%	-	14%	-	-
Climate Change Theatre	0%	-	0%	-	-
Science Show	14%	-	14%	-	-
Future Foods Exhibit	-	-	-	-	-
Science Workshop	16%	-	16%	-	-
Making a general visit	3%	-	3%	-	-
Shop	52%	-	52%	-	-
Cafe	59%	-	59%	-	-
Other	8%	-	8%	-	-
No reply	-	-	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - GSC	-	-	-	-	-
Science Mall	-	-	-	-	-
IMAX cinema	-	-	-	-	-
Glasgow Tower	-	-	-	-	-
Making a general visit	-	-	-	-	-
Planetarium	-	-	-	-	-
Science Show	-	-	-	-	-
Science Workshop	-	-	-	-	-
Wallace & Gromit Presents A World of Cracking Ideas (from 2nd April)	-	-	-	-	-
The Big Explorer	-	-	-	-	-
Shop	-	-	-	-	-
Cafe	-	-	-	-	-
Other	-	-	-	-	-
No reply	-	-	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - GSC	1018	-	1018	-	-
Science Mall	75%	-	75%	-	-
IMAX cinema	9%	-	9%	-	-
Glasgow Tower	4%	-	4%	-	-
Making a general visit	12%	-	12%	-	-
Planetarium	15%	-	15%	-	-
Science Show	13%	-	13%	-	-
Science Workshop	10%	-	10%	-	-
Wallace & Gromit Presents A World of Cracking Ideas (from 2nd April)	54%	-	54%	-	-
The Big Explorer	34%	-	34%	-	-
Shop	43%	-	43%	-	-
Cafe	46%	-	46%	-	-
Other	7%	-	7%	-	-
No reply	27	-	27	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere here
Base - Satrosphere	-	-	-	-	-
Lab	-	-	-	-	-
Show Theatre	-	-	-	-	-
Exhibition Area	-	-	-	-	-
Making a general visit	-	-	-	-	-
Shop	-	-	-	-	-
Cafe	-	-	-	-	-
Other	-	-	-	-	-
No reply	-	-	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere here
Base - Satrosphere	213	-	-	-	213
Lab	5%	-	-	-	5%
Show Theatre	20%	-	-	-	20%
Exhibition Area	43%	-	-	-	43%
Making a general visit	76%	-	-	-	76%
Shop	48%	-	-	-	48%
Cafe	29%	-	-	-	29%
Other	33%	-	-	-	33%
No reply	-	-	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere here
Base - Satrosphere	-	-	-	-	-
Lab	-	-	-	-	-
Show Theatre	-	-	-	-	-
Exhibition Area	-	-	-	-	-
Walking with Dinosaurs	-	-	-	-	-
Making a general visit	-	-	-	-	-
Shop	-	-	-	-	-
Cafe	-	-	-	-	-
Other	-	-	-	-	-
No reply	-	-	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere here
Base - Satrosphere	113	-	-	-	113
Lab	26%	-	-	-	26%
Show Theatre	37%	-	-	-	37%
Exhibition Area	72%	-	-	-	72%
Walking with Dinosaurs	97%	-	-	-	97%
Making a general visit	57%	-	-	-	57%
Shop	64%	-	-	-	64%
Cafe	40%	-	-	-	40%
Other	1%	-	-	-	1%
No reply	-	-	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere
Base - DSC	-	-	-	-	-
Temporary exhibition area (Prism)	-	-	-	-	-
Roborealm	-	-	-	-	-
Science-on-the-Spot	-	-	-	-	-
Auditorium	-	-	-	-	-
Science Show	-	-	-	-	-
Keyhole Surgery	-	-	-	-	-
Downstairs Main Exhibit Floor (Senses Zones)	-	-	-	-	-
Making a general visit	-	-	-	-	-
Shop	-	-	-	-	-
Cafe / Coffee shop	-	-	-	-	-
Other	-	-	-	-	-
No reply	-	-	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere
Base - DSC	18	-	-	18	-
Temporary exhibition area (Prism)	38%	-	-	38%	-
Roborealm	70%	-	-	70%	-
Science-on-the-Spot	65%	-	-	65%	-
Auditorium	54%	-	-	54%	-
Science Show	49%	-	-	49%	-
Keyhole Surgery	49%	-	-	49%	-
Downstairs Main Exhibit Floor (Senses Zones)	70%	-	-	70%	-
Making a general visit	73%	-	-	73%	-
Shop	59%	-	-	59%	-
Cafe / Coffee shop	49%	-	-	49%	-
Other	-	-	-	-	-
No reply	-	-	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - DSC	-	-	-	-	-
Inside DNA exhibition	-	-	-	-	-
Roborealm	-	-	-	-	-
Science-on-the-Spot	-	-	-	-	-
Auditorium	-	-	-	-	-
Keyhole Surgery	-	-	-	-	-
Downstairs Main Exhibit Floor (Senses Zones)	-	-	-	-	-
Making a general visit	-	-	-	-	-
Shop	-	-	-	-	-
Coffee shop	-	-	-	-	-
Other	-	-	-	-	-
No reply	-	-	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - DSC	65	-	-	65	-
Inside DNA exhibition	71%	-	-	71%	-
Roborealm	75%	-	-	75%	-
Science-on-the-Spot	67%	-	-	67%	-
Auditorium	51%	-	-	51%	-
Keyhole Surgery	48%	-	-	48%	-
Downstairs Main Exhibit Floor (Senses Zones)	76%	-	-	76%	-
Making a general visit	80%	-	-	80%	-
Shop	59%	-	-	59%	-
Coffee shop	60%	-	-	60%	-
Other	3%	-	-	3%	-
No reply	-	-	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - DSC	-	-	-	-	-
Inside DNA exhibition	-	-	-	-	-
Roborealm	-	-	-	-	-
Science-on-the-Spot	-	-	-	-	-
Auditorium	-	-	-	-	-
Science Show	-	-	-	-	-
Keyhole Surgery	-	-	-	-	-
Downstairs Main Exhibit Floor (Senses Zones)	-	-	-	-	-
Making a general visit	-	-	-	-	-
Shop	-	-	-	-	-
Coffee shop	-	-	-	-	-
Other	-	-	-	-	-
No reply	-	-	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - DSC	71	-	-	71	-
Inside DNA exhibition	74%	-	-	74%	-
Roborealm	89%	-	-	89%	-
Science-on-the-Spot	73%	-	-	73%	-
Auditorium	69%	-	-	69%	-
Science Show	70%	-	-	70%	-
Keyhole Surgery	52%	-	-	52%	-
Downstairs Main Exhibit Floor (Senses Zones)	88%	-	-	88%	-
Making a general visit	53%	-	-	53%	-
Shop	81%	-	-	81%	-
Coffee shop	69%	-	-	69%	-
Other	1%	-	-	1%	-
No reply	1	-	-	1	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base - DSC	-	-	-	-	-
One Small Step exhibition	-	-	-	-	-
Roborealm	-	-	-	-	-
Science-on-the-Spot	-	-	-	-	-
Auditorium	-	-	-	-	-
Science Show	-	-	-	-	-
Keyhole Surgery	-	-	-	-	-
Downstairs Main Exhibit Floor (Senses Zones)	-	-	-	-	-
Making a general visit	-	-	-	-	-
Shop	-	-	-	-	-
Coffee shop	-	-	-	-	-
Other	-	-	-	-	-
No reply	-	-	-	-	-

Q5 Which of these have you done during your visit today?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base - DSC	102	-	-	102	-
One Small Step exhibition	93%	-	-	93%	-
Roborealm	94%	-	-	94%	-
Science-on-the-Spot	71%	-	-	71%	-
Auditorium	71%	-	-	71%	-
Science Show	59%	-	-	59%	-
Keyhole Surgery	51%	-	-	51%	-
Downstairs Main Exhibit Floor (Senses Zones)	94%	-	-	94%	-
Making a general visit	14%	-	-	14%	-
Shop	86%	-	-	86%	-
Coffee shop	70%	-	-	70%	-
Other	-	-	-	-	-
No reply	-	-	-	-	-

Q6 And which, of all of these was your main reason for visiting today?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base	2802	936	1261	372	233
General visit to see everything	65%	90% +	39% -	79% +	79% +
To see a specific gallery or exhibition	25%	5% -	47% +	7% -	9% -
To attend a talk/tour/special event/activity	1%	1%	0%	0%	2%
Shop	1%	0%	1%	3% +	0%
Cafe / Coffee shop	-	-	-	-	-
Other	9%	3% -	12% +	11%	10%
No reply	41	19	13	9	-

Q6 And which, of all of these was your main reason for visiting today?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base	3252	1128	1423	322	379
General visit to see everything	67%	94% +	44% -	90% +	55% -
To see a specific gallery or exhibition	19%	1% -	31% +	4% -	44% +
To attend a talk/tour/special event/activity	0%	0%	0%	0%	-
Shop	0%	1% +	0%	0%	-
Cafe / Coffee shop	1%	2% +	0% -	0%	0%
Other	12%	1% -	25% +	6% -	1% -
No reply	3	-	0	2	-

Q6 To see a specific gallery or exhibition	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere
Base - ODE - main reason for visit to see specific gallery/exhibition	50	50	-	-	-
Earthscape Scotland	18%	18%	-	-	-
Perimeter of Dynamic Earth	47%	47%	-	-	-
Special exhibitions on top floor	-	-	-	-	-
Other	35%	35%	-	-	-
No reply	3	3	-	-	-

Q6 To see a specific gallery or exhibition	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere
Base - ODE - main reason for visit to see specific gallery/exhibition	5	5	-	-	-
Earthscape Scotland	58%	58%	-	-	-
Perimeter of Dynamic Earth	-	-	-	-	-
Special exhibitions on top floor	42%	42%	-	-	-
Other	-	-	-	-	-
No reply	-	-	-	-	-

Q6 To see a specific gallery or exhibition	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere
Base - ODE - main reason for visit to see specific gallery/exhibition	-	-	-	-	-
Earthscape Scotland	-	-	-	-	-
'We are Astronomers' 360 degrees dome film	-	-	-	-	-
'Adventure' Scotland's 4D experience	-	-	-	-	-
Perimeter of Dynamic Earth	-	-	-	-	-
Special exhibitions on top floor/around entrance area	-	-	-	-	-
Other	-	-	-	-	-
No reply	-	-	-	-	-

Q6 To see a specific gallery or exhibition	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere
Base - ODE - main reason for visit to see specific gallery/exhibition	7	7	-	-	-
Earthscape Scotland	-	-	-	-	-
'We are Astronomers' 360 degrees dome film	-	-	-	-	-
'Adventure' Scotland's 4D experience	100%	100%	-	-	-
Perimeter of Dynamic Earth	-	-	-	-	-
Special exhibitions on top floor/around entrance area	-	-	-	-	-
Other	-	-	-	-	-
No reply	-	-	-	-	-

Q6 To see a specific gallery or exhibition	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - GSC - main reason for visit to see specific gallery/exhibition	592	-	592	-	-
Science Mall	66%	-	66%	-	-
IMAX cinema	21%	-	21%	-	-
Glasgow Tower	6%	-	6%	-	-
Planetarium	5%	-	5%	-	-
Climate Change Theatre	-	-	-	-	-
Science Show	1%	-	1%	-	-
Science Workshop	1%	-	1%	-	-
No reply	4	-	4	-	-

Q6 To see a specific gallery or exhibition	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - GSC - main reason for visit to see specific gallery/exhibition	108	-	108	-	-
Science Mall	63%	-	63%	-	-
IMAX cinema	28%	-	28%	-	-
Glasgow Tower	4%	-	4%	-	-
Planetarium	2%	-	2%	-	-
Climate Change Theatre	-	-	-	-	-
Science Show	2%	-	2%	-	-
Science Workshop	1%	-	1%	-	-
No reply	-	-	-	-	-

Q6 To see a specific gallery or exhibition	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - GSC - main reason for visit to see specific gallery/exhibition	-	-	-	-	-
IMAX cinema	-	-	-	-	-
Glasgow Tower	-	-	-	-	-
Planetarium	-	-	-	-	-
Climate Change Theatre	-	-	-	-	-
Science Show	-	-	-	-	-
Future Foods exhibit	-	-	-	-	-
Science Workshop	-	-	-	-	-
No reply	-	-	-	-	-

Q6 To see a specific gallery or exhibition	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - GSC - main reason for visit to see specific gallery/exhibition	38	-	38	-	-
IMAX cinema	71%	-	71%	-	-
Glasgow Tower	5%	-	5%	-	-
Planetarium	10%	-	10%	-	-
Climate Change Theatre	-	-	-	-	-
Science Show	9%	-	9%	-	-
Future Foods exhibit	-	-	-	-	-
Science Workshop	5%	-	5%	-	-
No reply	3	-	3	-	-

Q6 To see a specific gallery or exhibition	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere here
Base - GSC - main reason for visit to see specific gallery/exhibition	-	-	-	-	-
IMAX cinema	-	-	-	-	-
Glasgow Tower	-	-	-	-	-
Planetarium	-	-	-	-	-
Science Show	-	-	-	-	-
Science Workshop	-	-	-	-	-
Wallace & Gromit Presents A world of Cracking Ideas	-	-	-	-	-
The Big Explorer	-	-	-	-	-
No reply	-	-	-	-	-

Q6 To see a specific gallery or exhibition	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere here
Base - GSC - main reason for visit to see specific gallery/exhibition	289	-	289	-	-
IMAX cinema	36%	-	36%	-	-
Glasgow Tower	10%	-	10%	-	-
Planetarium	4%	-	4%	-	-
Science Show	5%	-	5%	-	-
Science Workshop	-	-	-	-	-
Wallace & Gromit Presents A world of Cracking Ideas	39%	-	39%	-	-
The Big Explorer	6%	-	6%	-	-
No reply	16	-	16	-	-

Q6 To see a specific gallery or exhibition	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere here
Base - Satrosphere - main reason for visit to see specific gallery/exhibition	-	-	-	-	-
Lab	-	-	-	-	-
Show Theatre	-	-	-	-	-
Exhibition Area	-	-	-	-	-
Other	-	-	-	-	-
No reply	-	-	-	-	-

Q6 To see a specific gallery or exhibition	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere here
Base - Satrosphere - main reason for visit to see specific gallery/exhibition	99	-	-	-	99
Lab	-	-	-	-	-
Show Theatre	3%	-	-	-	3%
Exhibition Area	8%	-	-	-	8%
Other	89%	-	-	-	89%
No reply	-	-	-	-	-

Q6 To see a specific gallery or exhibition	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere here
Base - Satrosphere - main reason for visit to see specific gallery/exhibition	-	-	-	-	-
Lab	-	-	-	-	-
Show Theatre	-	-	-	-	-
Exhibition Area	-	-	-	-	-
Walking with Dinosaurs	-	-	-	-	-
Other	-	-	-	-	-
No reply	-	-	-	-	-

Q6 To see a specific gallery or exhibition	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere here
Base - Satrosphere - main reason for visit to see specific gallery/exhibition	68	-	-	-	68
Lab	-	-	-	-	-
Show Theatre	-	-	-	-	-
Exhibition Area	-	-	-	-	-
Walking with Dinosaurs	100%	-	-	-	100%
Other	-	-	-	-	-
No reply	-	-	-	-	-

Q6 To see a specific gallery or exhibition	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere here
Base - DSC - main reason for visit to see specific gallery/exhibition	-	-	-	-	-
Temporary exhibition area (Prism)	-	-	-	-	-
Roborealm	-	-	-	-	-
Science-on-the-Spot	-	-	-	-	-
Auditorium	-	-	-	-	-
Science Show	-	-	-	-	-
Keyhole Surgery	-	-	-	-	-
Downstairs Main Exhibit Floor (Senses Zones)	-	-	-	-	-
No reply	-	-	-	-	-

Q6 To see a specific gallery or exhibition	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere here
Base - DSC - main reason for visit to see specific gallery/exhibition	4	-	-	4	-
Temporary exhibition area (Prism)	52%	-	-	52%	-
Roborealm	24%	-	-	24%	-
Science-on-the-Spot	24%	-	-	24%	-
Auditorium	-	-	-	-	-
Science Show	-	-	-	-	-
Keyhole Surgery	-	-	-	-	-
Downstairs Main Exhibit Floor (Senses Zones)	-	-	-	-	-
No reply	-	-	-	-	-

Q6 To see a specific gallery or exhibition	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - DSC - main reason for visit to see specific gallery/exhibition	-	-	-	-	-
Inside DNA exhibition	-	-	-	-	-
Roborealm	-	-	-	-	-
Science-on-the-Spot	-	-	-	-	-
Auditorium	-	-	-	-	-
Science Show	-	-	-	-	-
Keyhole Surgery	-	-	-	-	-
Downstairs Main Exhibit Floor (Senses Zones)	-	-	-	-	-
No reply	-	-	-	-	-

Q6 To see a specific gallery or exhibition	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - DSC - main reason for visit to see specific gallery/exhibition	2	-	-	2	-
Inside DNA exhibition	50%	-	-	50%	-
Roborealm	9%	-	-	9%	-
Science-on-the-Spot	6%	-	-	6%	-
Auditorium	13%	-	-	13%	-
Science Show	-	-	-	-	-
Keyhole Surgery	-	-	-	-	-
Downstairs Main Exhibit Floor (Senses Zones)	22%	-	-	22%	-
No reply	-	-	-	-	-

Q6 To see a specific gallery or exhibition	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - DSC - main reason for visit to see specific gallery/exhibition	-	-	-	-	-
One Small Step exhibition	-	-	-	-	-
Roborealm	-	-	-	-	-
Science-on-the-Spot	-	-	-	-	-
Auditorium	-	-	-	-	-
Science Show	-	-	-	-	-
Keyhole Surgery	-	-	-	-	-
Downstairs Main Exhibit Floor (Senses Zones)	-	-	-	-	-
No reply	-	-	-	-	-

Q6 To see a specific gallery or exhibition	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - DSC - main reason for visit to see specific gallery/exhibition	6	-	-	6	-
One Small Step exhibition	100%	-	-	100%	-
Roborealm	-	-	-	-	-
Science-on-the-Spot	-	-	-	-	-
Auditorium	-	-	-	-	-
Science Show	-	-	-	-	-
Keyhole Surgery	-	-	-	-	-
Downstairs Main Exhibit Floor (Senses Zones)	-	-	-	-	-
No reply	-	-	-	-	-

Q6 Other main reason for visit	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - main reason for visit is other	250	30	155	41	24
Meet friends	13%	7%	4% -	51% +	16%
To look at the building	8%	22% +	6%	9%	-
To attend a business meeting	1%	-	-	7%	-
Due to the weather it seemed a good idea to do something indoors	9%	3%	4%	32% +	4%
Other (specify)	69%	67%	85% +	1% -	80%
No reply	-	-	-	-	-

Q6 Other main reason for visit	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - main reason for visit is other	383	10	352	19	2
Meet friends	2%	-	2%	-	45% +
To look at the building	6%	9%	6%	-	-
To attend a business meeting	0%	4%	-	-	-
Due to the weather it seemed a good idea to do something indoors	16%	19%	12% -	83% +	55%
Other (specify)	76%	68%	79% +	17% -	-
No reply	-	-	-	-	-

Q7a Which of these describe your reasons for visiting today?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
It's one of the major attractions in the area	51%	56% +	54%	44% -	25% -
Enjoyable place to spend time with other people	39%	30% -	43% +	47% +	34%
Stimulate my own creativity and ideas	11%	15% +	7% -	18% +	6% -
I've a personal hobby interest in the subject	9%	12% +	7% -	14% +	7%
Encourage children's interest in science/technology	46%	48%	38% -	48%	83% +
Reflect on big issues that affect us all	10%	21% +	1% -	16% +	3% -
Gain a deeper insight into science	16%	26% +	8% -	19%	11% -
I've a connection to the subjects covered here	5%	8% +	1% -	13% +	2% -
See awe-inspiring and fascinating exhibits/interactives	14%	23% +	8% -	15%	12%
I've an academic/professional interest in the subject	6%	9% +	4% -	9% +	3% -
To be inspired by great scientific ideas and inventions	8%	15% +	3% -	6%	4% -
Improve my own knowledge and understanding	23%	37% +	14% -	18%	17% -
No reply	43	14	27	-	2

Q7a Which of these describe your reasons for visiting today?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
It's one of the major attractions in the area	58%	58%	60%	43% -	58%
Enjoyable place to spend time with other people	41%	29% -	50% +	41%	40%
Stimulate my own creativity and ideas	6%	10% +	2% -	6%	7%
I've a personal hobby interest in the subject	8%	14% +	4% -	3% -	4% -
Encourage children's interest in science/technology	41%	38%	33% -	68% +	60% +
Reflect on big issues that affect us all	5%	13% +	0% -	1% -	3% -
Gain a deeper insight into science	12%	24% +	3% -	2% -	13%
I've a connection to the subjects covered here	2%	5% +	1% -	1% -	3%
See awe-inspiring and fascinating exhibits/interactives	9%	17% +	4% -	0% -	14% +
I've an academic/professional interest in the subject	5%	11% +	3% -	1% -	2% -
To be inspired by great scientific ideas and inventions	5%	12% +	1% -	2% -	7%
Improve my own knowledge and understanding	21%	50% +	2% -	4% -	18%
No reply	37	-	36	-	1

Which of these describe your reasons for visiting today? (Grouped responses from Q7a)	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
Social	71%	69%	78% +	67%	49% -
Intellectual	64%	71% +	51% -	76% +	87% +
Emotional	25%	39% +	14% -	31% +	21%
Spiritual	22%	35% +	10% -	39% +	11% -
No reply	43	14	27	-	2

Which of these describe your reasons for visiting today? (Grouped responses from Q7a)	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
Social	78%	70% -	90% +	56% -	76%
Intellectual	60%	80% +	39% -	72% +	64%
Emotional	18%	35% +	6% -	2% -	22%
Spiritual	13%	26% +	3% -	8% -	13%
No reply	37	-	36	-	1

Q7b And which was your main motivation for visiting?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
It's one of the major attractions in the area	27%	28%	32% +	21% -	11% -
Enjoyable place to spend time with other people	19%	12% -	27% +	17%	11% -
Stimulate my own creativity and ideas	2%	1%	1%	5% +	1%
I've a personal hobby interest in the subject	3%	2%	2%	5% +	2%
Encourage children's interest in science/technology	35%	36%	30% -	26% -	68% +
Reflect on big issues that affect us all	1%	1%	0% -	5% +	0%
Gain a deeper insight into science	3%	3%	2%	5% +	1% -
I've a connection to the subjects covered here	0%	0%	0%	2% +	1%
See awe-inspiring and fascinating exhibits/interactives	3%	5% +	2% -	4%	3%
I've an academic/professional interest in the subject	2%	1%	1%	4% +	0% -
To be inspired by great scientific ideas and inventions	1%	2%	1%	2%	1%
Improve my own knowledge and understanding	4%	10% +	1% -	4%	2%
No reply	77	27	41	3	6

Q7b And which was your main motivation for visiting?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
It's one of the major attractions in the area	31%	23% -	40% +	21% -	33%
Enjoyable place to spend time with other people	19%	9% -	29% +	17%	16%
Stimulate my own creativity and ideas	0%	0%	-	2% +	0%
I've a personal hobby interest in the subject	3%	4%	2%	2%	1%
Encourage children's interest in science/technology	32%	29% -	26% -	58% +	44% +
Reflect on big issues that affect us all	1%	2% +	-	0%	-
Gain a deeper insight into science	2%	5% +	-	-	1%
I've a connection to the subjects covered here	0%	0%	0%	-	0%
See awe-inspiring and fascinating exhibits/interactives	1%	2% +	0% -	-	3% +
I've an academic/professional interest in the subject	3%	6% +	2% -	0% -	-
To be inspired by great scientific ideas and inventions	0%	1% +	0%	-	0%
Improve my own knowledge and understanding	7%	20% +	0% -	0% -	1% -
No reply	49	7	41	-	1

And which was your main motivation for visiting? (Grouped responses from Q7b)	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrospp here
Base	2802	936	1261	372	233
Social	47%	39% -	59% +	38% -	22% -
Intellectual	44%	49% +	35% -	42%	74% +
Emotional	6%	7%	4% -	9% +	3%
Spiritual	4%	4%	2% -	11% +	1% -
No reply	77	27	41	3	6

And which was your main motivation for visiting? (Grouped responses from Q7b)	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrospp here
Base	3252	1128	1423	322	379
Social	51%	31% -	70% +	37% -	49%
Intellectual	45%	59% +	30% -	60% +	46%
Emotional	3%	7% +	0% -	-	4%
Spiritual	1%	3% +	0% -	2%	1%
No reply	49	7	41	-	1

Q8 Thinking about the subject areas covered by this centre, before your visit today, which would you say you have?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrospp here
Base	2802	936	1261	372	233
Specialist knowledge	11%	8%	12%	8%	15% +
General	64%	78% +	56% -	58% -	57% -
Little or no knowledge	26%	14% -	32% +	34% +	27%
No reply	7	1	0	4	1

Q8 Thinking about the subject areas covered by this centre, before your visit today, which would you say you have?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrospp here
Base	3252	1128	1423	322	379
Specialist knowledge	13%	16% +	11% -	16%	12%
General	44%	29% -	53% +	31% -	69% +
Little or no knowledge	43%	55% +	37% -	53% +	19% -
No reply	5	-	5	0	-

Q9 Do you have a professional or academic involvement with science?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
No	82%	84%	82%	80%	80%
Yes - Studying	6%	4% -	8% +	8%	3% -
Yes - Teaching	4%	5%	2% -	5%	4%
Yes - Other	8%	7%	8%	6%	13% +
No reply	17	7	5	4	1

Q9 Do you have a professional or academic involvement with science?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
No	82%	81%	83%	82%	86%
Yes - Studying	6%	8% +	6%	3% -	2% -
Yes - Teaching	4%	5%	3%	4%	3%
Yes - Other	8%	7%	8%	11% +	9%
No reply	18	1	8	9	0

Q10 Can you name any other Science Centres in Scotland?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
No	68%	69%	77% +	52% -	43% -
Yes - which?	32%	31%	23% -	48% +	57% +
No reply	11	4	4	2	1

Q10 Can you name any other Science Centres in Scotland?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
No	74%	80% +	84% +	38% -	46% -
Yes - which?	26%	20% -	16% -	62% +	54% +
No reply	5	1	3	1	-

Q10 Yes- which?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - ODE - can name other Science Centres	290	290	-	-	-
GSC	76%	76%	-	-	-
DSC, Dundee	30%	30%	-	-	-
Satrosphere, Aberdeen	15%	15%	-	-	-
Others	9%	9%	-	-	-
No reply	2	2	-	-	-

Q10 Yes- which?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - ODE - can name other Science Centres	223	223	-	-	-
GSC	86%	86%	-	-	-
DSC, Dundee	29%	29%	-	-	-
Satrosphere, Aberdeen	19%	19%	-	-	-
Others	1%	1%	-	-	-
No reply	-	-	-	-	-

Q10 Yes- which?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere here
Base - GSC - can name other Science Centres	288	-	288	-	-
ODE	61%	-	61%	-	-
DSC, Dundee	24%	-	24%	-	-
Satrosphere, Aberdeen	13%	-	13%	-	-
Others	12%	-	12%	-	-
No reply	2	-	2	-	-

Q10 Yes- which?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere here
Base - GSC - can name other Science Centres	231	-	231	-	-
ODE	78%	-	78%	-	-
DSC, Dundee	17%	-	17%	-	-
Satrosphere, Aberdeen	13%	-	13%	-	-
Others	8%	-	8%	-	-
No reply	-	-	-	-	-

Q10 Yes- which?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere here
Base - DSC - can name other Science Centres	177	-	-	177	-
ODE	57%	-	-	57%	-
GSC	59%	-	-	59%	-
Satrosphere, Aberdeen	38%	-	-	38%	-
Others	0%	-	-	0%	-
No reply	1	-	-	1	-

Q10 Yes- which?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere here
Base - DSC - can name other Science Centres	200	-	-	200	-
ODE	51%	-	-	51%	-
GSC	59%	-	-	59%	-
Satrosphere, Aberdeen	23%	-	-	23%	-
Others	0%	-	-	0%	-
No reply	5	-	-	5	-

Q10 Yes- which?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere here
Base - Satrosphere - can name other Science Centres	133	-	-	-	133
ODE	56%	-	-	-	56%
GSC	50%	-	-	-	50%
DSC, Dundee	51%	-	-	-	51%
Others	6%	-	-	-	6%
No reply	2	-	-	-	2

Q10 Yes- which?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere here
Base - Satrosphere - can name other Science Centres	205	-	-	-	205
ODE	40%	-	-	-	40%
GSC	61%	-	-	-	61%
DSC, Dundee	43%	-	-	-	43%
Others	3%	-	-	-	3%
No reply	1	-	-	-	1

Q11a Which of these have you heard of before?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere here
Base - ODE	936	936	-	-	-
GSC	43%	43%	-	-	-
DSC, Dundee	16%	16%	-	-	-
Satrosphere, Aberdeen	12%	12%	-	-	-
None of these	50%	50%	-	-	-
No reply	13	13	-	-	-

Q11a Which of these have you heard of before?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere here
Base - ODE	1128	1128	-	-	-
GSC	19%	19%	-	-	-
DSC, Dundee	8%	8%	-	-	-
Satrosphere, Aberdeen	5%	5%	-	-	-
None of these	76%	76%	-	-	-
No reply	-	-	-	-	-

Q11a Which of these have you heard of before?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere here
Base - GSC	1261	-	1261	-	-
ODE	51%	-	51%	-	-
DSC, Dundee	11%	-	11%	-	-
Satrosphere, Aberdeen	7%	-	7%	-	-
None of these	45%	-	45%	-	-
No reply	16	-	16	-	-

Q11a Which of these have you heard of before?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere here
Base - GSC	1423	-	1423	-	-
ODE	37%	-	37%	-	-
DSC, Dundee	10%	-	10%	-	-
Satrosphere, Aberdeen	7%	-	7%	-	-
None of these	60%	-	60%	-	-
No reply	21	-	21	-	-

Q11a Which of these have you heard of before?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere here
Base - DSC	372	-	-	372	-
ODE	49%	-	-	49%	-
GSC	40%	-	-	40%	-
Satrosphere, Aberdeen	29%	-	-	29%	-
None of these	30%	-	-	30%	-
No reply	5	-	-	5	-

Q11a Which of these have you heard of before?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere here
Base - DSC	322	-	-	322	-
ODE	39%	-	-	39%	-
GSC	41%	-	-	41%	-
Satrosphere, Aberdeen	18%	-	-	18%	-
None of these	34%	-	-	34%	-
No reply	2	-	-	2	-

Q11a Which of these have you heard of before?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere here
Base - Satrosphere	233	-	-	-	233
ODE	60%	-	-	-	60%
GSC	48%	-	-	-	48%
DSC, Dundee	49%	-	-	-	49%
None of these	19%	-	-	-	19%
No reply	14	-	-	-	14

Q11a Which of these have you heard of before?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere here
Base - Satrosphere	379	-	-	-	379
ODE	57%	-	-	-	57%
GSC	56%	-	-	-	56%
DSC, Dundee	48%	-	-	-	48%
None of these	22%	-	-	-	22%
No reply	0	-	-	-	0

Q11b And which have you been to in the past 2 years?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere here
Base - ODE	936	936	-	-	-
GSC	14%	14%	-	-	-
DSC, Dundee	4%	4%	-	-	-
Satrosphere, Aberdeen	3%	3%	-	-	-
Other UK science centres - which ones?	11%	11%	-	-	-
Other science centres outside the UK - which ones?	5%	5%	-	-	-
None of these	63%	63%	-	-	-
No reply	16	16	-	-	-

Q11b And which have you been to in the past 2 years?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere here
Base - ODE	1128	1128	-	-	-
GSC	13%	13%	-	-	-
DSC, Dundee	5%	5%	-	-	-
Satrosphere, Aberdeen	4%	4%	-	-	-
Other UK science centres - which ones?	20%	20%	-	-	-
Other science centres outside the UK - which ones?	0%	0%	-	-	-
None of these	65%	65%	-	-	-
No reply	-	-	-	-	-

Q11b And which have you been to in the past 2 years?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - GSC	1261	-	1261	-	-
ODE	17%	-	17%	-	-
DSC, Dundee	3%	-	3%	-	-
Satrosphere, Aberdeen	2%	-	2%	-	-
Other UK science centres - which ones?	6%	-	6%	-	-
Other science centres outside the UK - which ones?	6%	-	6%	-	-
None of these	66%	-	66%	-	-
No reply	22	-	22	-	-

Q11b And which have you been to in the past 2 years?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - GSC	1423	-	1423	-	-
ODE	13%	-	13%	-	-
DSC, Dundee	2%	-	2%	-	-
Satrosphere, Aberdeen	2%	-	2%	-	-
Other UK science centres - which ones?	9%	-	9%	-	-
Other science centres outside the UK - which ones?	2%	-	2%	-	-
None of these	75%	-	75%	-	-
No reply	15	-	15	-	-

Q11b And which have you been to in the past 2 years?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - DSC	372	-	-	372	-
ODE	19%	-	-	19%	-
GSC	19%	-	-	19%	-
Satrosphere, Aberdeen	18%	-	-	18%	-
Other UK science centres - which ones?	2%	-	-	2%	-
Other science centres outside the UK - which ones?	0%	-	-	0%	-
None of these	42%	-	-	42%	-
No reply	5	-	-	5	-

Q11b And which have you been to in the past 2 years?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - DSC	322	-	-	322	-
ODE	27%	-	-	27%	-
GSC	26%	-	-	26%	-
Satrosphere, Aberdeen	11%	-	-	11%	-
Other UK science centres - which ones?	0%	-	-	0%	-
Other science centres outside the UK - which ones?	-	-	-	-	-
None of these	52%	-	-	52%	-
No reply	8	-	-	8	-

Q11b And which have you been to in the past 2 years?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere here
Base - Satrosphere	233	-	-	-	233
ODE	12%	-	-	-	12%
GSC	11%	-	-	-	11%
DSC, Dundee	18%	-	-	-	18%
Other UK science centres - which ones?	7%	-	-	-	7%
Other science centres outside the UK - which ones?	2%	-	-	-	2%
None of these	50%	-	-	-	50%
No reply	31	-	-	-	31

Q11b And which have you been to in the past 2 years?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere here
Base - Satrosphere	379	-	-	-	379
ODE	20%	-	-	-	20%
GSC	18%	-	-	-	18%
DSC, Dundee	16%	-	-	-	16%
Other UK science centres - which ones?	7%	-	-	-	7%
Other science centres outside the UK - which ones?	3%	-	-	-	3%
None of these	59%	-	-	-	59%
No reply	-	-	-	-	-

Q12 Which of these statements do you agree or disagree with? - I've learnt how relevant science is to my everyday life	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere here
Base	2802	936	1261	372	233
Agree strongly	31%	43% +	23% -	30%	23% -
Agree slightly	40%	38%	37%	48% +	49% +
Neither	17%	12% -	23% +	5% -	20%
Disagree slightly	9%	4% -	12% +	12%	7%
Disagree strongly	3%	2%	5% +	1% -	1% -
Don't know	1%	1%	0% -	3% +	0%
No reply	5	-	4	1	0

Q12 Which of these statements do you agree or disagree with? - I've learnt how relevant science is to my everyday life	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere here
Base	3252	1128	1423	322	379
Agree strongly	32%	56% +	8% -	53% +	30%
Agree slightly	29%	28%	25% -	27%	49% +
Neither	16%	4% -	29% +	7% -	14%
Disagree slightly	10%	2% -	17% +	8%	7% -
Disagree strongly	13%	8% -	21% +	5% -	0% -
Don't know	0%	1% +	-	0%	0%
No reply	6	-	5	0	1

Q12 Which of these statements do you agree or disagree with? - I've learnt how relevant science is to my everyday life	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base - excluding don't know	2772	925	1254	361	232
Agree strongly	31%	43% +	23% -	31%	23% -
Agree slightly	40%	39%	37%	50% +	49% +
Neither	17%	12% -	23% +	6% -	20%
Disagree slightly	9%	4% -	12% +	12% +	7%
Disagree strongly	3%	2%	5% +	1% -	1% -
No reply	-	-	-	-	-

Q12 Which of these statements do you agree or disagree with? - I've learnt how relevant science is to my everyday life	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base - excluding don't know	3233	1117	1418	322	377
Agree strongly	32%	57% +	8% -	53% +	30%
Agree slightly	29%	29%	25% -	27%	49% +
Neither	16%	4% -	29% +	7% -	14%
Disagree slightly	10%	2% -	17% +	8%	7% -
Disagree strongly	13%	8% -	21% +	5% -	0% -
No reply	-	-	-	-	-

Q12 Which of these statements do you agree or disagree with? - It has given me more confidence to talk about science	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base	2802	936	1261	372	233
Agree strongly	16%	24% +	10% -	20% +	11% -
Agree slightly	30%	30%	28%	31%	36% +
Neither	32%	28% -	40% +	13% -	33%
Disagree slightly	16%	13% -	16%	23% +	18%
Disagree strongly	6%	5%	6%	8%	2% -
Don't know	1%	1%	0% -	4% +	0%
No reply	13	5	7	2	-

Q12 Which of these statements do you agree or disagree with? - It has given me more confidence to talk about science	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base	3252	1128	1423	322	379
Agree strongly	18%	35% +	2% -	25% +	19%
Agree slightly	27%	32% +	19% -	28%	43% +
Neither	23%	12% -	37% +	11% -	19%
Disagree slightly	15%	5% -	21% +	22% +	15%
Disagree strongly	17%	16%	22% +	13% -	3% -
Don't know	0%	1% +	-	1%	-
No reply	6	-	6	0	-

Q12 Which of these statements do you agree or disagree with? - It has given me more confidence to talk about science	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base - excluding don't know	2759	923	1250	353	233
Agree strongly	16%	24% +	10% -	21% +	11% -
Agree slightly	30%	30%	28%	33%	36% +
Neither	32%	28% -	41% +	14% -	33%
Disagree slightly	16%	13% -	16%	24% +	18%
Disagree strongly	6%	5%	6%	8%	2% -
No reply	-	-	-	-	-

Q12 Which of these statements do you agree or disagree with? - It has given me more confidence to talk about science	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base - excluding don't know	3230	1116	1417	318	379
Agree strongly	18%	35% +	2% -	25% +	19%
Agree slightly	27%	33% +	19% -	29%	43% +
Neither	24%	12% -	37% +	11% -	19% -
Disagree slightly	15%	5% -	21% +	22% +	15%
Disagree strongly	17%	16%	22% +	13% -	3% -
No reply	-	-	-	-	-

Q12 Which of these statements do you agree or disagree with? - I intend to go and find out more about science	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base	2802	936	1261	372	233
Agree strongly	16%	23% +	10% -	16%	14%
Agree slightly	30%	32%	27% -	33%	35%
Neither	30%	28%	36% +	12% -	26%
Disagree slightly	18%	13% -	19%	25% +	22%
Disagree strongly	6%	4% -	7%	11% +	3% -
Don't know	1%	1%	0%	4% +	0%
No reply	9	1	4	4	1

Q12 Which of these statements do you agree or disagree with? - I intend to go and find out more about science	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base	3252	1128	1423	322	379
Agree strongly	17%	35% +	3% -	19%	18%
Agree slightly	23%	28% +	16% -	21%	36% +
Neither	25%	16% -	36% +	11% -	22%
Disagree slightly	17%	6% -	24% +	25% +	20%
Disagree strongly	17%	13% -	23% +	23% +	4% -
Don't know	0%	1% +	-	1%	0%
No reply	8	1	7	1	-

Q12 Which of these statements do you agree or disagree with? - I intend to go and find out more about science	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - excluding don't know	2768	928	1253	355	232
Agree strongly	16%	23% +	10% -	17%	14%
Agree slightly	30%	32%	27% -	34%	35%
Neither	30%	28%	37% +	12% -	26%
Disagree slightly	18%	13% -	19%	26% +	22%
Disagree strongly	6%	4% -	7%	11% +	3% -
No reply	-	-	-	-	-

Q12 Which of these statements do you agree or disagree with? - I intend to go and find out more about science	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - excluding don't know	3228	1115	1416	319	378
Agree strongly	17%	36% +	3% -	20%	18%
Agree slightly	23%	28% +	16% -	21%	37% +
Neither	25%	16% -	36% +	11% -	22%
Disagree slightly	17%	6% -	24% +	25% +	20%
Disagree strongly	17%	13% -	23% +	23% +	4% -
No reply	-	-	-	-	-

Q12 Which of these statements do you agree or disagree with? - The information de-mystified science and made a complex subject easier to understand	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Agree strongly	35%	48% +	31% -	26% -	22% -
Agree slightly	40%	37%	36% -	53% +	55% +
Neither	14%	10% -	20% +	8% -	15%
Disagree slightly	6%	3% -	8% +	7%	8%
Disagree strongly	3%	2%	4% +	2%	0% -
Don't know	1%	1%	0%	4% +	-
No reply	24	3	13	3	5

Q12 Which of these statements do you agree or disagree with? - The information de-mystified science and made a complex subject easier to understand	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Agree strongly	35%	63% +	11% -	28% -	50% +
Agree slightly	33%	26% -	35%	36%	40% +
Neither	13%	4% -	23% +	10% -	6% -
Disagree slightly	7%	2% -	10% +	12% +	3% -
Disagree strongly	11%	4% -	20% +	13%	0% -
Don't know	1%	1%	-	1%	1%
No reply	6	-	5	0	0

Q12 Which of these statements do you agree or disagree with? - The information de-mystified science and made a complex subject easier to understand	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - excluding don't know	2753	926	1245	355	228
Agree strongly	36%	48% +	31% -	27% -	22% -
Agree slightly	41%	38%	36% -	55% +	55% +
Neither	14%	10% -	20% +	8% -	15%
Disagree slightly	6%	3% -	8% +	8%	8%
Disagree strongly	3%	2%	4% +	2%	0% -
No reply	-	-	-	-	-

Q12 Which of these statements do you agree or disagree with? - The information de-mystified science and made a complex subject easier to understand	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - excluding don't know	3228	1117	1418	320	375
Agree strongly	36%	64% +	11% -	28% -	50% +
Agree slightly	33%	26% -	35%	36%	40% +
Neither	14%	4% -	23% +	10% -	6% -
Disagree slightly	7%	2% -	10% +	12% +	3% -
Disagree strongly	12%	4% -	20% +	14%	0% -
No reply	-	-	-	-	-

Q12 Which of these statements do you agree or disagree with? - I'm more aware of different views on current scientific issues	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base	2802	936	1261	372	233
Agree strongly	22%	33% +	13% -	28% +	14% -
Agree slightly	40%	41%	37% -	47% +	40%
Neither	22%	17% -	31% +	8% -	23%
Disagree slightly	11%	4% -	14% +	10%	20% +
Disagree strongly	4%	3%	6% +	2%	2%
Don't know	1%	1%	0% -	4% +	0%
No reply	8	2	4	2	0

Q12 Which of these statements do you agree or disagree with? - I'm more aware of different views on current scientific issues	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base	3252	1128	1423	322	379
Agree strongly	21%	38% +	4% -	38% +	20%
Agree slightly	33%	38% +	28% -	22% -	47% +
Neither	20%	10% -	30% +	11% -	17%
Disagree slightly	11%	3% -	17% +	14% +	11%
Disagree strongly	14%	10% -	21% +	14%	3% -
Don't know	1%	1% +	-	0%	1%
No reply	6	-	5	0	0

Q12 Which of these statements do you agree or disagree with? - I'm more aware of different views on current scientific issues	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base - excluding don't know	2769	928	1254	354	232
Agree strongly	22%	34% +	13% -	29% +	14% -
Agree slightly	40%	42%	37% -	50% +	40%
Neither	23%	17% -	31% +	9% -	23%
Disagree slightly	11%	4% -	14% +	10%	20% +
Disagree strongly	4%	3%	6% +	2%	2%
No reply	-	-	-	-	-

Q12 Which of these statements do you agree or disagree with? - I'm more aware of different views on current scientific issues	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base - excluding don't know	3230	1116	1418	320	375
Agree strongly	21%	39% +	4% -	39% +	20%
Agree slightly	33%	38% +	28% -	22% -	48% +
Neither	20%	10% -	30% +	11% -	18%
Disagree slightly	11%	3% -	17% +	14% +	11%
Disagree strongly	15%	11% -	21% +	14%	3% -
No reply	-	-	-	-	-

Q12 Which of these statements do you agree or disagree with? - I learnt things that I wouldn't have thought of as science	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base	2802	936	1261	372	233
Agree strongly	21%	24%	18%	25%	16% -
Agree slightly	37%	37%	33% -	41%	53% +
Neither	21%	21%	25% +	8% -	13% -
Disagree slightly	14%	12%	15%	15%	15%
Disagree strongly	6%	5%	7% +	4%	2% -
Don't know	1%	1%	0% -	5% +	0%
No reply	16	7	4	3	2

Q12 Which of these statements do you agree or disagree with? - I learnt things that I wouldn't have thought of as science	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base	3252	1128	1423	322	379
Agree strongly	17%	24% +	6% -	38% +	23% +
Agree slightly	27%	21% -	28%	19% -	50% +
Neither	21%	17% -	28% +	9% -	12% -
Disagree slightly	13%	9% -	16% +	14%	12%
Disagree strongly	21%	29% +	21%	18%	3% -
Don't know	0%	1% +	-	1%	-
No reply	6	-	5	0	0

Q12 Which of these statements do you agree or disagree with? - I learnt things that I wouldn't have thought of as science	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base - excluding don't know	2752	919	1252	349	231
Agree strongly	21%	24%	18% -	27% +	16% -
Agree slightly	38%	38%	33% -	43% +	53% +
Neither	21%	21%	26% +	9% -	13% -
Disagree slightly	14%	12%	15%	16%	15%
Disagree strongly	6%	5%	7%	5%	2% -
No reply	-	-	-	-	-

Q12 Which of these statements do you agree or disagree with? - I learnt things that I wouldn't have thought of as science	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base - excluding don't know	3231	1117	1418	319	378
Agree strongly	18%	24% +	6% -	39% +	23% +
Agree slightly	27%	21% -	28%	20% -	50% +
Neither	21%	17% -	28% +	9% -	12% -
Disagree slightly	13%	9% -	16% +	14%	12%
Disagree strongly	21%	29% +	21%	19%	3% -
No reply	-	-	-	-	-

Q12 Which of these statements do you agree or disagree with? - I intend to change my lifestyle in some way	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
Agree strongly	8%	15% +	4% -	-	4% -
Agree slightly	21%	34% +	12% -	-	16%
Neither	33%	24% -	40% +	-	32%
Disagree slightly	25%	16% -	29% +	-	38% +
Disagree strongly	12%	10%	14% +	-	10%
Don't know	1%	1%	1%	-	1%
No reply	386	3	12	372	0

Q12 Which of these statements do you agree or disagree with? - I intend to change my lifestyle in some way	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
Agree strongly	6%	13% +	1% -	4%	4%
Agree slightly	13%	19% +	8% -	12%	13%
Neither	29%	21% -	42% +	9% -	21% -
Disagree slightly	23%	11% -	26% +	25%	45% +
Disagree strongly	29%	36% +	23% -	49% +	16% -
Don't know	1%	1%	-	1%	1%
No reply	6	-	5	1	-

Q12 Which of these statements do you agree or disagree with? - I intend to change my lifestyle in some way	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - excluding don't know	2393	920	1242	-	231
Agree strongly	8%	15% +	4% -	-	4% -
Agree slightly	21%	34% +	12% -	-	16%
Neither	33%	24% -	41% +	-	32%
Disagree slightly	25%	17% -	29% +	-	39% +
Disagree strongly	12%	11%	14%	-	10%
No reply	-	-	-	-	-

Q12 Which of these statements do you agree or disagree with? - I intend to change my lifestyle in some way	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - excluding don't know	3227	1117	1418	317	376
Agree strongly	6%	13% +	1% -	4%	4%
Agree slightly	13%	19% +	8% -	12%	13%
Neither	29%	21% -	42% +	9% -	21% -
Disagree slightly	23%	11% -	26% +	25%	45% +
Disagree strongly	30%	36% +	23% -	50% +	16% -
No reply	-	-	-	-	-

Q13 Has this visit changed your attitude to science?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
Yes	32%	33%	30%	33%	35%
No	54%	52%	58% +	41% -	58%
Don't know	14%	15%	12% -	25% +	7% -
No reply	23	8	13	2	0

Q13 Has this visit changed your attitude to science?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
Yes	29%	31%	23% -	36% +	38% +
No	54%	41% -	63% +	58%	56%
Don't know	17%	28% +	14% -	5% -	6% -
No reply	4	1	3	0	-

Q14a In what way has this visit changed your attitude to science? - Coded	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - visit has changed attitude to science	883	307	373	123	81
More aware of environmental issues effecting everyday life	19%	37% +	8% -	6% -	22%
Increased knowledge/understanding	33%	40% +	30%	27%	33%
Increased interest.	20%	20%	27% +	11% -	6% -
Science more fun and child friendly.	27%	14% -	35% +	40% +	24%
Simplified science / more accessible.	13%	11%	17%	8%	16%
Other	10%	9%	5% -	23% +	9%
No reply	64	19	36	5	4

Q14a In what way has this visit changed your attitude to science? - Coded	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - visit has changed attitude to science	937	351	324	117	145
More aware of environmental issues effecting everyday life	17%	25% +	10% -	15%	18%
Increased knowledge/understanding	32%	46% +	26%	18% -	22% -
Increased interest.	26%	28%	26%	33%	15% -
Science more fun and child friendly.	26%	10% -	45% +	24%	26%
Simplified science / more accessible.	10%	8%	7%	7%	21% +
Other	9%	8%	8%	9%	11%
No reply	3	3	-	-	-

Q14b Why has this visit NOT changed your attitude to science? - Coded	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere
Base - visit not changed attitude to science	1501	484	728	153	136
No interest in / opinion on science.	11%	5% -	16% +	9%	7%
Already have knowledge/understanding/interest.	54%	68% +	46% -	51%	51%
Visited before.	6%	4%	7%	4%	12% +
Found subject / museum too complex.	0%	0%	0%	1%	0%
Other	29%	23% -	31%	34%	30%
No reply	103	45	31	19	8

Q14b Why has this visit NOT changed your attitude to science? - Coded	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere
Base - visit not changed attitude to science	1762	461	901	188	213
No interest in / opinion on science.	10%	6% -	11%	4% -	18% +
Already have knowledge/understanding/interest.	53%	78% +	40% -	53%	54%
Visited before.	11%	1% -	17% +	9%	6% -
Found subject / museum too complex.	1%	-	1%	0%	-
Other	30%	16% -	38% +	35%	23% -
No reply	22	7	4	11	0

Q15a Which of these do you think you got out of visiting today?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
I've visited one of the major attractions in the area	49%	56% +	49%	40% -	29% -
I've had fun and enjoyed myself	77%	75%	87% +	58% -	67% -
It gave me new ideas and stimulated my imagination and creativity	18%	22% +	14% -	18%	21%
I was able to pursue my hobby/interest in the subject	7%	9%	5% -	10%	7%
It encouraged the children's interest in science/technology	47%	46%	42% -	43%	81% +
It got me thinking about the big issues that affect us all	18%	33% +	8% -	15%	12% -
I gained more insight into science	27%	34% +	25%	24%	22% -
I made a personal connection to the subjects covered here	9%	13% +	7% -	11%	8%
I got to see awe-inspiring and fascinating exhibits/interactives	21%	35% +	12% -	19%	21%
Pursued my academic/professional interest in the subject	6%	8%	4% -	11% +	4%
I've been inspired by great scientific ideas and inventions	9%	14% +	6% -	8%	8%
I've improved my own knowledge and understanding of science	27%	36% +	23% -	20% -	24%
No reply	28	13	13	2	1

Q15a Which of these do you think you got out of visiting today?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
I've visited one of the major attractions in the area	56%	61% +	57%	27% -	59%
I've had fun and enjoyed myself	80%	77% -	82%	79%	86% +
It gave me new ideas and stimulated my imagination and creativity	11%	20% +	3% -	6% -	17% +
I was able to pursue my hobby/interest in the subject	7%	13% +	4% -	4% -	3% -
It encouraged the children's interest in science/technology	46%	36% -	38% -	75% +	81% +
It got me thinking about the big issues that affect us all	12%	27% +	2% -	5% -	9%
I gained more insight into science	25%	44% +	7% -	36% +	23%
I made a personal connection to the subjects covered here	6%	8% +	3% -	3% -	11% +
I got to see awe-inspiring and fascinating exhibits/interactives	14%	28% +	3% -	4% -	19% +
Pursued my academic/professional interest in the subject	6%	11% +	3% -	2% -	2% -
I've been inspired by great scientific ideas and inventions	7%	14% +	1% -	4%	7%
I've improved my own knowledge and understanding of science	28%	58% +	2% -	24%	34% +
No reply	34	3	30	0	-

Which of these do you think you got out of visiting today? (Grouped responses from Q15a)	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base	2802	936	1261	372	233
Social	88%	89%	93% +	72% -	77% -
Intellectual	64%	69% +	55% -	72% +	87% +
Emotional	39%	52% +	31% -	37%	36%
Spiritual	33%	46% +	22% -	38%	34%
No reply	28	13	13	2	1

Which of these do you think you got out of visiting today? (Grouped responses from Q15a)	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base	3252	1128	1423	322	379
Social	92%	89% -	96% +	84% -	92%
Intellectual	66%	82% +	44% -	81% +	85% +
Emotional	31%	56% +	9% -	38% +	34%
Spiritual	21%	41% +	5% -	13% -	24%
No reply	34	3	30	0	-

Q15b And of all those which was the main one?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
I've visited one of the major attractions in the area	13%	14%	11%	21% +	4% -
I've had fun and enjoyed myself	45%	38% -	58% +	27% -	27% -
It gave me new ideas and stimulated my imagination and creativity	2%	2%	1%	3%	1%
I was able to pursue my hobby/interest in the subject	1%	1%	2%	1%	1%
It encouraged the children's interest in science/technology	25%	25%	21% -	17% -	61% +
It got me thinking about the big issues that affect us all	3%	4%	1% -	7% +	1% -
I gained more insight into science	3%	4%	3%	3%	1% -
I made a personal connection to the subjects covered here	1%	1%	0% -	4% +	0%
I got to see awe-inspiring and fascinating exhibits/interactives	2%	4% +	1% -	3%	2%
Pursued my academic/professional interest in the subject	1%	1%	1%	6% +	0% -
I've been inspired by great scientific ideas and inventions	1%	1%	0%	3% +	0%
I've improved my own knowledge and understanding of science	3%	7% +	1% -	5%	2%
No reply	60	23	26	5	6

Q15b And of all those which was the main one?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
I've visited one of the major attractions in the area	13%	9% -	17% +	11%	11%
I've had fun and enjoyed myself	37%	23% -	51% +	30% -	34%
It gave me new ideas and stimulated my imagination and creativity	1%	2% +	0%	0%	0%
I was able to pursue my hobby/interest in the subject	2%	3% +	1%	1%	1%
It encouraged the children's interest in science/technology	31%	22% -	27% -	54% +	49% +
It got me thinking about the big issues that affect us all	2%	4% +	0% -	0% -	0% -
I gained more insight into science	3%	7% +	1% -	2%	1% -
I made a personal connection to the subjects covered here	0%	1%	0%	-	0%
I got to see awe-inspiring and fascinating exhibits/interactives	2%	4% +	-	0% -	2%
Pursued my academic/professional interest in the subject	3%	7% +	2% -	0% -	-
I've been inspired by great scientific ideas and inventions	1%	2% +	0% -	0%	0%
I've improved my own knowledge and understanding of science	7%	18% +	0% -	1% -	1% -
No reply	40	4	36	0	-

And of all those which was the main one? (Grouped responses from Q15b)	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
Social	57%	52% -	69% +	48% -	30% -
Intellectual	32%	34%	24% -	33%	64% +
Emotional	6%	8% +	4%	6%	3%
Spiritual	5%	7%	2% -	12% +	2% -
No reply	60	23	26	5	6

And of all those which was the main one? (Grouped responses from Q15b)	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
Social	50%	32% -	68% +	41% -	45%
Intellectual	43%	50% +	31% -	56% +	51% +
Emotional	5%	11% +	1% -	2% -	3%
Spiritual	3%	7% +	1% -	1% -	1% -
No reply	40	4	36	0	-

Q16 How would you rate the following facilities and services? - Galleries/exhibitions/theatre	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
Very good	60%	72% +	54% -	57%	58%
Quite good	22%	22%	15% -	39% +	36% +
Neither	2%	3%	3%	1%	1%
Quite poor	0%	0%	0%	1% +	1%
Very poor	0%	1%	0%	-	0%
Didn't use	14%	2% -	28% +	2% -	5% -
No reply	61	33	14	10	4

Q16 How would you rate the following facilities and services? - Galleries/exhibitions/theatre	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
Very good	64%	80% +	53% -	60%	63%
Quite good	18%	15% -	17%	28% +	25% +
Neither	1%	1%	0% -	5% +	4% +
Quite poor	1%	1%	0%	2% +	0%
Very poor	0%	-	0%	0%	1% +
Didn't use	16%	4% -	29% +	6% -	7% -
No reply	2	1	1	0	-

Q16 How would you rate the following facilities and services? - Galleries/exhibitions/theatre	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - excluding didn't use	2355	885	898	353	219
Very good	70%	73%	75% +	58% -	61% -
Quite good	26%	23%	21% -	40% +	37% +
Neither	3%	3%	4%	1% -	1% -
Quite poor	1%	0%	0%	1%	1%
Very poor	0%	1%	0%	-	0%
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Galleries/exhibitions/theatre	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - excluding didn't use	2742	1081	1005	303	354
Very good	76%	83% +	75%	63% -	67% -
Quite good	22%	15% -	24%	29% +	27% +
Neither	2%	1%	1% -	5% +	4% +
Quite poor	1%	1%	1%	2% +	1%
Very poor	0%	-	0%	0%	1% +
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - IMAX cinema	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - GSC	1261	-	1261	-	-
Very good	19%	-	19%	-	-
Quite good	3%	-	3%	-	-
Neither	1%	-	1%	-	-
Quite poor	0%	-	0%	-	-
Very poor	0%	-	0%	-	-
Didn't use	77%	-	77%	-	-
No reply	17	-	17	-	-

Q16 How would you rate the following facilities and services? - IMAX cinema	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - GSC	1423	-	1423	-	-
Very good	12%	-	12%	-	-
Quite good	1%	-	1%	-	-
Neither	0%	-	0%	-	-
Quite poor	0%	-	0%	-	-
Very poor	0%	-	0%	-	-
Didn't use	86%	-	86%	-	-
No reply	20	-	20	-	-

Q16 How would you rate the following facilities and services? - IMAX cinema	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - excluding didn't use GSC	290	-	290	-	-
Very good	84%	-	84%	-	-
Quite good	13%	-	13%	-	-
Neither	3%	-	3%	-	-
Quite poor	1%	-	1%	-	-
Very poor	0%	-	0%	-	-
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - IMAX cinema	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - excluding didn't use GSC	194	-	194	-	-
Very good	85%	-	85%	-	-
Quite good	10%	-	10%	-	-
Neither	3%	-	3%	-	-
Quite poor	2%	-	2%	-	-
Very poor	0%	-	0%	-	-
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Shop	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
Very good	31%	40% +	24% -	39% +	19% -
Quite good	35%	32%	31% -	50% +	42% +
Neither	8%	7%	9%	2% -	8%
Quite poor	2%	0% -	2%	1%	9% +
Very poor	0%	-	0%	0%	1%
Didn't use	25%	20% -	35% +	7% -	21%
No reply	21	2	18	1	0

Q16 How would you rate the following facilities and services? - Shop	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
Very good	27%	33% +	21% -	27%	27%
Quite good	32%	27% -	31%	45% +	41% +
Neither	6%	6%	5%	6%	10% +
Quite poor	1%	1%	0% -	4% +	6% +
Very poor	0%	0%	-	1%	1% +
Didn't use	33%	33%	42% +	17% -	15% -
No reply	8	2	5	1	-

Q16 How would you rate the following facilities and services? - Shop	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base - excluding didn't use	2091	750	812	346	183
Very good	41%	50% +	36% -	42%	24% -
Quite good	46%	40% -	47%	54% +	53% +
Neither	10%	9%	14% +	2% -	10%
Quite poor	2%	1% -	2%	1%	12% +
Very poor	0%	-	0%	0%	1%
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Shop	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base - excluding didn't use	2161	758	816	265	322
Very good	40%	50% +	37%	32% -	32% -
Quite good	48%	40% -	54% +	55% +	48%
Neither	9%	9%	9%	7%	12%
Quite poor	2%	1%	0% -	5% +	7% +
Very poor	0%	0%	-	1%	1% +
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Caf�	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base	2802	936	1261	372	233
Very good	23%	30% +	15% -	41% +	13% -
Quite good	30%	27%	29%	38% +	27%
Neither	8%	8%	10% +	3% -	7%
Quite poor	3%	2%	4%	3%	7% +
Very poor	1%	0% -	2% +	0%	1%
Didn't use	35%	33%	40% +	15% -	46% +
No reply	26	6	17	4	0

Q16 How would you rate the following facilities and services? - Caf�	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base	3252	1128	1423	322	379
Very good	19%	18%	13% -	37% +	24% +
Quite good	23%	12% -	33% +	29% +	18% -
Neither	6%	4%	8% +	4%	4%
Quite poor	2%	1% -	3%	2%	4%
Very poor	1%	0%	1%	1%	4% +
Didn't use	49%	64% +	42% -	27% -	47%
No reply	10	1	7	2	1

Q16 How would you rate the following facilities and services? - Cafe	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base - excluding didn't use	1813	624	751	311	126
Very good	36%	45% +	25% -	48% +	23% -
Quite good	45%	40% -	49%	45%	50%
Neither	12%	11%	17% +	3% -	13%
Quite poor	5%	3% -	6%	3%	12% +
Very poor	2%	0% -	3% +	0%	1%
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Cafe	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base - excluding didn't use	1656	404	818	235	199
Very good	36%	51% +	23% -	50% +	46% +
Quite good	46%	33% -	57% +	40% -	34% -
Neither	11%	12%	14%	5% -	7% -
Quite poor	4%	2%	5%	3%	7%
Very poor	2%	1%	1%	2%	7% +
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Workshop/activities/special events	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base	2802	936	1261	372	233
Very good	33%	26% -	27% -	64% +	43% +
Quite good	17%	14% -	14% -	28% +	27% +
Neither	6%	7%	7%	3% -	2% -
Quite poor	1%	1%	0%	1%	1%
Very poor	0%	0%	0%	-	-
Didn't use	44%	52% +	52% +	5% -	27% -
No reply	55	7	45	2	1

Q16 How would you rate the following facilities and services? - Workshop/activities/special events	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base	3252	1128	1423	322	379
Very good	41%	21% -	46% +	61% +	61% +
Quite good	13%	5% -	18% +	19% +	15%
Neither	2%	1%	3%	3%	0% -
Quite poor	0%	-	0%	0%	1%
Very poor	0%	-	0%	-	-
Didn't use	44%	73% +	33% -	16% -	22% -
No reply	24	3	20	1	0

Q16 How would you rate the following facilities and services? - Workshop/activities/special events	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - excluding didn't use	1545	443	579	352	171
Very good	58%	55%	56%	67% +	58%
Quite good	30%	30%	29%	29%	37% +
Neither	10%	14% +	14% +	3% -	3% -
Quite poor	1%	1%	1%	1%	2%
Very poor	0%	0%	1%	-	-
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Workshop/activities/special events	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - excluding didn't use	1812	307	942	268	294
Very good	72%	76%	69% -	73%	79% +
Quite good	23%	20%	26%	23%	20%
Neither	3%	4%	4%	4%	0% -
Quite poor	0%	-	0%	0%	1%
Very poor	0%	-	0%	-	-
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - The interactive and hands on displays	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
Very good	64%	57% -	69% +	63%	69%
Quite good	23%	28% +	17% -	29% +	28%
Neither	4%	6% +	4%	5%	1% -
Quite poor	1%	3% +	0% -	1%	2%
Very poor	0%	1% +	-	0%	-
Didn't use	6%	4% -	11% +	3% -	1% -
No reply	35	9	25	2	0

Q16 How would you rate the following facilities and services? - The interactive and hands on displays	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
Very good	65%	62% -	64%	73% +	75% +
Quite good	23%	27% +	21%	21%	19%
Neither	2%	4% +	1% -	2%	1%
Quite poor	1%	2%	0% -	2%	2%
Very poor	0%	0%	-	-	0%
Didn't use	8%	5% -	13% +	2% -	2% -
No reply	4	1	2	0	-

Q16 How would you rate the following facilities and services? - The interactive and hands on displays	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - excluding didn't use	2588	891	1106	360	231
Very good	69%	60% -	77% +	65%	70%
Quite good	25%	30% +	19% -	29%	28%
Neither	5%	7% +	4%	5%	1% -
Quite poor	2%	3% +	0% -	1%	2%
Very poor	0%	1% +	-	0%	-
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - The interactive and hands on displays	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - excluding didn't use	2989	1071	1230	317	372
Very good	71%	65% -	73%	75%	77% +
Quite good	25%	29% +	24%	22%	20% -
Neither	3%	5% +	2%	2%	1%
Quite poor	1%	2%	1%	2%	2%
Very poor	0%	0%	-	-	0%
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Staff knowledge	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
Very good	53%	62% +	43% -	62% +	58%
Quite good	23%	25%	19% -	28% +	22%
Neither	6%	6%	7%	5%	2% -
Quite poor	0%	1%	0%	0%	0%
Very poor	0%	0%	-	-	-
Didn't use	18%	7% -	30% +	5% -	17%
No reply	34	5	26	2	1

Q16 How would you rate the following facilities and services? - Staff knowledge	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
Very good	57%	69% +	41% -	69% +	71% +
Quite good	21%	23%	25% +	11% -	11% -
Neither	7%	3% -	13% +	1% -	1% -
Quite poor	0%	0%	0%	0%	0%
Very poor	-	-	-	-	-
Didn't use	14%	4% -	21% +	19% +	17%
No reply	11	4	6	1	0

Q16 How would you rate the following facilities and services? - Staff knowledge	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base - excluding didn't use	2274	866	866	350	192
Very good	65%	67%	61%	65%	70%
Quite good	27%	26%	28%	29%	27%
Neither	7%	6%	11% +	5%	2% -
Quite poor	0%	1%	0%	0%	0%
Very poor	0%	0%	-	-	-
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Staff knowledge	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base - excluding didn't use	2776	1075	1125	262	315
Very good	67%	72% +	52% -	85% +	85% +
Quite good	25%	24%	32% +	13% -	14% -
Neither	8%	4% -	16% +	2% -	1% -
Quite poor	0%	0%	0%	0%	0%
Very poor	-	-	-	-	-
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Friendliness of staff	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base	2802	936	1261	372	233
Very good	69%	79% +	61% -	67%	73%
Quite good	21%	15% -	24% +	25%	22%
Neither	4%	3%	4%	5%	1% -
Quite poor	0%	0%	0%	0%	1%
Very poor	-	-	-	-	-
Didn't use	7%	2% -	11% +	3% -	4% -
No reply	36	7	29	0	0

Q16 How would you rate the following facilities and services? - Friendliness of staff	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base	3252	1128	1423	322	379
Very good	69%	82% +	54% -	78% +	77% +
Quite good	21%	16% -	31% +	9% -	10% -
Neither	2%	1%	3% +	1%	0% -
Quite poor	0%	0%	0%	-	0%
Very poor	0%	-	0%	-	-
Didn't use	8%	0% -	12% +	12% +	12% +
No reply	2	1	1	0	1

Q16 How would you rate the following facilities and services? - Friendliness of staff	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - excluding didn't use	2585	910	1091	360	224
Very good	74%	81% +	69% -	69%	76%
Quite good	22%	16% -	27% +	25%	23%
Neither	4%	4%	4%	5%	1% -
Quite poor	0%	0%	0%	0%	1%
Very poor	-	-	-	-	-
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Friendliness of staff	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - excluding didn't use	2994	1124	1255	282	333
Very good	75%	82% +	62% -	89% +	88% +
Quite good	23%	16% -	35% +	10% -	12% -
Neither	2%	1%	3% +	1%	0% -
Quite poor	0%	0%	0%	-	0%
Very poor	0%	-	0%	-	-
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - The welcome you received on arrival	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
Very good	67%	76% +	60% -	67%	72%
Quite good	24%	18% -	28% +	25%	23%
Neither	5%	4%	5%	6%	1% -
Quite poor	0%	0%	0%	0%	2% +
Very poor	0%	0%	-	-	-
Didn't use	4%	2% -	6% +	2%	1% -
No reply	36	12	23	1	0

Q16 How would you rate the following facilities and services? - The welcome you received on arrival	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
Very good	67%	81% +	48% -	87% +	81% +
Quite good	22%	15% -	31% +	11% -	15% -
Neither	4%	2%	5% +	1% -	3%
Quite poor	0%	0%	0%	0%	0%
Very poor	0%	0%	0%	0%	0%
Didn't use	7%	1% -	16% +	1% -	0% -
No reply	4	1	2	0	2

Q16 How would you rate the following facilities and services? - The welcome you received on arrival	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - excluding didn't use	2659	906	1158	364	231
Very good	70%	77% +	64% -	68%	73%
Quite good	25%	18% -	30% +	25%	23%
Neither	5%	4%	6%	6%	1% -
Quite poor	0%	0%	0%	0%	2% +
Very poor	0%	0%	-	-	-
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - The welcome you received on arrival	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - excluding didn't use	3009	1113	1200	320	375
Very good	72%	82% +	57% -	88% +	82% +
Quite good	23%	15% -	36% +	11% -	15% -
Neither	4%	2% -	6% +	1% -	3%
Quite poor	0%	0%	0%	0%	0%
Very poor	0%	0%	0%	0%	0%
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Way staff interacted with visitors in the galleries	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
Very good	56%	72% +	40% -	62% +	63% +
Quite good	23%	21%	23%	26%	19%
Neither	6%	4% -	8% +	6%	3% -
Quite poor	1%	1%	0%	0%	1%
Very poor	0%	0%	0%	-	0%
Didn't use	15%	2% -	27% +	6% -	14%
No reply	39	9	28	2	0

Q16 How would you rate the following facilities and services? - Way staff interacted with visitors in the galleries	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
Very good	62%	74% +	46% -	69% +	75% +
Quite good	20%	19%	24% +	10% -	15% -
Neither	2%	1%	3%	1%	1%
Quite poor	0%	0%	0%	-	0%
Very poor	0%	0%	-	0%	1%
Didn't use	16%	4% -	28% +	20%	8% -
No reply	3	1	2	1	-

Q16 How would you rate the following facilities and services? - Way staff interacted with visitors in the galleries	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base - excluding didn't use	2355	910	899	346	200
Very good	65%	73% +	55% -	66%	73% +
Quite good	26%	21% -	32% +	28%	22%
Neither	7%	4% -	11% +	6%	4% -
Quite poor	1%	1%	0%	0%	1%
Very poor	0%	0%	1%	-	0%
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Way staff interacted with visitors in the galleries	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base - excluding didn't use	2716	1083	1027	257	348
Very good	74%	77% +	64% -	87% +	82% +
Quite good	24%	20% -	33% +	12% -	16% -
Neither	2%	2%	4% +	1%	1%
Quite poor	0%	0%	0%	-	0%
Very poor	0%	1%	-	0%	1%
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Ease of getting here	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base - NOT GSC	1541	936	-	372	233
Very good	63%	61%	-	65%	66%
Quite good	24%	24%	-	23%	23%
Neither	4%	5%	-	5%	1% -
Quite poor	4%	5% +	-	1% -	3%
Very poor	1%	1% +	-	-	0%
Didn't use	4%	4%	-	6%	5%
No reply	9	5	-	3	1

Q16 How would you rate the following facilities and services? - Ease of getting here	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base - NOT GSC	1829	1128	-	322	379
Very good	72%	66% -	-	85% +	80% +
Quite good	22%	27% +	-	11% -	17% -
Neither	3%	4% +	-	1% -	2%
Quite poor	2%	2%	-	1%	1%
Very poor	1%	1%	-	1%	0%
Didn't use	0%	-	-	-	0%
No reply	2	1	-	0	1

Q16 How would you rate the following facilities and services? - Ease of getting here	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base - excluding didn't use NOT GSC	1465	897	-	347	221
Very good	66%	64%	-	69%	70%
Quite good	25%	25%	-	25%	25%
Neither	4%	5%	-	5%	1% -
Quite poor	4%	5% +	-	1% -	4%
Very poor	1%	1% +	-	-	0%
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Ease of getting here	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base - excluding didn't use NOT GSC	1827	1128	-	322	377
Very good	72%	66% -	-	85% +	80% +
Quite good	22%	27% +	-	11% -	17% -
Neither	3%	4% +	-	1% -	2%
Quite poor	2%	2%	-	1%	1%
Very poor	1%	1%	-	1%	0%
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Ease of getting here on public transport	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base - GSC	1261	-	1261	-	-
Very good	11%	-	11%	-	-
Quite good	14%	-	14%	-	-
Neither	4%	-	4%	-	-
Quite poor	3%	-	3%	-	-
Very poor	1%	-	1%	-	-
Didn't use	67%	-	67%	-	-
No reply	26	-	26	-	-

Q16 How would you rate the following facilities and services? - Ease of getting here on public transport	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base - GSC	1423	-	1423	-	-
Very good	4%	-	4%	-	-
Quite good	10%	-	10%	-	-
Neither	3%	-	3%	-	-
Quite poor	2%	-	2%	-	-
Very poor	0%	-	0%	-	-
Didn't use	81%	-	81%	-	-
No reply	5	-	5	-	-

Q16 How would you rate the following facilities and services? - Ease of getting here on public transport	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base - excluding didn't use GSC	413	-	413	-	-
Very good	33%	-	33%	-	-
Quite good	43%	-	43%	-	-
Neither	13%	-	13%	-	-
Quite poor	10%	-	10%	-	-
Very poor	2%	-	2%	-	-
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Ease of getting here on public transport	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base - excluding didn't use GSC	265	-	265	-	-
Very good	20%	-	20%	-	-
Quite good	51%	-	51%	-	-
Neither	19%	-	19%	-	-
Quite poor	9%	-	9%	-	-
Very poor	1%	-	1%	-	-
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Signposts to the Science Centre	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base - GSC	1261	-	1261	-	-
Very good	25%	-	25%	-	-
Quite good	34%	-	34%	-	-
Neither	11%	-	11%	-	-
Quite poor	8%	-	8%	-	-
Very poor	4%	-	4%	-	-
Didn't use	19%	-	19%	-	-
No reply	28	-	28	-	-

Q16 How would you rate the following facilities and services? - Signposts to the Science Centre	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base - GSC	1423	-	1423	-	-
Very good	16%	-	16%	-	-
Quite good	31%	-	31%	-	-
Neither	14%	-	14%	-	-
Quite poor	5%	-	5%	-	-
Very poor	1%	-	1%	-	-
Didn't use	33%	-	33%	-	-
No reply	7	-	7	-	-

Q16 How would you rate the following facilities and services? - Signposts to the Science Centre	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base - excluding didn't use GSC	1001	-	1001	-	-
Very good	31%	-	31%	-	-
Quite good	41%	-	41%	-	-
Neither	13%	-	13%	-	-
Quite poor	10%	-	10%	-	-
Very poor	5%	-	5%	-	-
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Signposts to the Science Centre	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base - excluding didn't use GSC	949	-	949	-	-
Very good	24%	-	24%	-	-
Quite good	46%	-	46%	-	-
Neither	21%	-	21%	-	-
Quite poor	8%	-	8%	-	-
Very poor	1%	-	1%	-	-
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Finding your way around the building	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base	2802	936	1261	372	233
Very good	57%	68% +	42% -	65% +	73% +
Quite good	31%	24% -	39% +	27%	23% -
Neither	5%	4%	5%	6%	2% -
Quite poor	2%	3%	2%	0% -	1%
Very poor	0%	0%	0%	-	0%
Didn't use	6%	0% -	12% +	3% -	2% -
No reply	35	8	25	2	-

Q16 How would you rate the following facilities and services? - Finding your way around the building	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base	3252	1128	1423	322	379
Very good	58%	73% +	31% -	88% +	87% +
Quite good	28%	23% -	40% +	10% -	12% -
Neither	3%	2%	5% +	1% -	1% -
Quite poor	1%	1%	1%	1%	0%
Very poor	0%	-	0%	0%	-
Didn't use	10%	0% -	22% +	-	-
No reply	3	-	1	0	2

Q16 How would you rate the following facilities and services? - Finding your way around the building	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - excluding didn't use	2604	924	1091	360	229
Very good	60%	69% +	48% -	66% +	74% +
Quite good	33%	24% -	44% +	28% -	23% -
Neither	5%	4%	6%	6%	2% -
Quite poor	2%	3%	2%	0% -	1%
Very poor	0%	0%	0%	-	0%
No reply	-	-	-	-	-

Q16 How would you rate the following facilities and services? - Finding your way around the building	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - excluding didn't use	2933	1127	1107	322	377
Very good	64%	73% +	40% -	88% +	87% +
Quite good	31%	23% -	51% +	10% -	12% -
Neither	4%	2% -	7% +	1% -	1% -
Quite poor	1%	1%	1%	1%	0% -
Very poor	0%	-	0%	0%	-
No reply	-	-	-	-	-

Q17 Thinking back to when you arrived here today, how did your visit compare to your expectations?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
Better than expected	44%	46%	44%	41%	42%
As I expected	41%	41%	42%	36%	44%
Worse than expected	5%	4%	5%	8% +	6%
Don't know/had no expectations (not on showcard)	10%	9%	10%	15% +	8%
No reply	10	5	4	1	-

Q17 Thinking back to when you arrived here today, how did your visit compare to your expectations?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
Better than expected	28%	13% -	32% +	44% +	42% +
As I expected	40%	40%	35% -	46% +	51% +
Worse than expected	4%	2% -	5%	6%	5%
Don't know/had no expectations (not on showcard)	28%	45% +	28%	4% -	2% -
No reply	0	-	-	0	-

Q18a Why was your visit better than you expected when you arrived here today? - Coded	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - visit was better than expected	1228	432	547	151	99
Variety and lots to do.	20%	19%	23%	8% -	20%
Lots of interactivity.	17%	18%	16%	23%	9% -
Impressed by size, layout or design.	11%	15% +	10%	3% -	4% -
Didn't know what to expect.	10%	17% +	8%	3% -	7%
Positive changes since last visit.	7%	10%	6%	4%	10%
Interest to various age ranges.	5%	5%	7%	4%	2%
Appealed to parent and child.	4%	2%	4%	7%	3%
Fun and enjoyable for children	12%	7% -	16% +	7%	11%
Other	35%	35%	29% -	52% +	43%
No reply	82	43	30	7	3

Q18a Why was your visit better than you expected when you arrived here today? - Coded	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - visit was better than expected	900	152	449	142	158
Variety and lots to do.	23%	6% -	27% +	30% +	20%
Lots of interactivity.	14%	8%	14%	13%	17%
Impressed by size, layout or design.	12%	14%	13%	6% -	12%
Didn't know what to expect.	4%	6%	4%	1% -	7%
Positive changes since last visit.	8%	2% -	10%	10%	5%
Interest to various age ranges.	4%	2%	6%	2%	4%
Appealed to parent and child.	2%	2%	2%	2%	2%
Fun and enjoyable for children	17%	3% -	26% +	10% -	12%
Other	34%	61% +	25% -	33%	38%
No reply	3	3	-	0	-

Q18b Why was your visit worse than you expected when you arrived here today? - coded	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base - visit was worse than expected	137	36	57	30	13
Too geared towards younger children.	9%	15%	8%	-	15%
Other	94%	89%	94%	100%	91%
No reply	6	2	4	-	0

Q18b Why was your visit worse than you expected when you arrived here today? - coded	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base - visit was worse than expected	130	19	73	18	20
Too geared towards younger children.	9%	26%	7%	5%	2%
Other	91%	74%	93%	95%	98%
No reply	2	-	-	1	0

Q19 How do you rate today's visit?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base	2802	936	1261	372	233
Excellent	46%	52% +	49%	30% -	39% -
Good	45%	43%	44%	48%	56% +
Just OK	8%	4% -	7%	21% +	4% -
Poor	1%	1%	0%	1%	0%
Very poor	0%	-	0%	-	0%
No reply	19	13	5	1	0

Q19 How do you rate today's visit?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base	3252	1128	1423	322	379
Excellent	49%	65% +	36% -	51%	52%
Good	45%	31% -	56% +	44%	43%
Just OK	5%	3% -	6% +	4%	4%
Poor	1%	1%	2%	1%	1%
Very poor	0%	0%	0%	-	0%
No reply	14	1	13	0	-

Q20 And how do you rate today's visit for the value for money offered?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
Excellent	25%	34% +	22% -	18% -	20%
Good	51%	50%	51%	54%	52%
Just OK	19%	13% -	22% +	24% +	20%
Poor	3%	2% -	4%	4%	6% +
Very poor	1%	1%	1%	0%	1%
No reply	35	11	13	9	2

Q20 And how do you rate today's visit for the value for money offered?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
Excellent	30%	52% +	11% -	30%	35% +
Good	47%	37% -	55% +	55% +	42% -
Just OK	16%	9% -	25% +	10% -	13%
Poor	5%	2% -	8% +	5%	8% +
Very poor	1%	0% -	2% +	1%	2%
No reply	29	4	25	0	0

Q21 Thinking about your visit today, what, if anything, do you think could be improved? - Coded	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
Nothing.	42%	45%	40%	44%	41%
Transport and directions difficult.	3%	3%	3%	1% -	2%
signage and layout of the museum - negative	7%	8%	8%	2% -	5%
Things not working.	5%	6%	6%	3%	6%
Exhibits need updating/rotating / need new exhibits.	5%	5%	3% -	3%	14% +
Expensive or over-priced (including car park).	13%	7% -	19% +	11%	5% -
CafÉ, shop or food.	10%	5% -	13% +	7%	13%
Criticism of specific exhibit.	2%	3%	2%	1%	1%
More information on exhibits and venue	3%	3%	3%	1% -	4%
More interactivity / workshops for children.	5%	7% +	3% -	5%	5%
Issues for disabled / elderly.	1%	2%	0%	1%	0%
Other	22%	23%	20%	27% +	20%
No reply	194	62	99	22	11

Q21 Thinking about your visit today, what, if anything, do you think could be improved? - Coded	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
Nothing.	50%	50%	51%	59% +	39% -
Transport and directions difficult.	1%	3% +	0% -	1%	0% -
signage and layout of the museum - negative	3%	5% +	2%	1% -	2%
Things not working.	4%	3%	3% -	5%	13% +
Exhibits need updating/rotating / need new exhibits.	4%	4%	2% -	4%	15% +
Expensive or over-priced (including car park).	15%	7% -	25% +	8% -	12% -
CafÉ, shop or food.	6%	4% -	6%	5%	12% +
Criticism of specific exhibit.	1%	2% +	1%	1%	1%
More information on exhibits and venue	1%	3% +	1% -	1%	0% -
More interactivity / workshops for children.	4%	6% +	1% -	7% +	7% +
Issues for disabled / elderly.	0%	0%	0%	1%	0%
Other	17%	19%	15%	12% -	22% +
No reply	25	-	25	0	-

Q22 How likely are you to recommend a visit to Venue to your friends and family?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
Definitely will	61%	62%	67% +	44% -	49% -
Probably	27%	27%	24%	26%	40% +
Possibly	9%	7%	6% -	24% +	7%
Probably not	2%	2%	1%	4% +	2%
Definitely not	1%	1%	1%	0%	1%
Don't know	1%	0%	1%	3% +	1%
No reply	29	12	15	2	0

Q22 How likely are you to recommend a visit to Venue to your friends and family?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
Definitely will	71%	76% +	66% -	81% +	67%
Probably	22%	17% -	26% +	14% -	26% +
Possibly	5%	6%	4%	4%	5%
Probably not	1%	0% -	2% +	1%	1%
Definitely not	1%	1%	0%	1%	1%
Don't know	1%	1%	2% +	-	0%
No reply	1	-	1	0	-

Q23 How likely are you to visit again in the future?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
Definitely will	40%	34% -	45% +	39%	43%
Probably	27%	32% +	24% -	23%	33% +
Possibly	17%	17%	14% -	27% +	13%
Probably not	11%	12%	11%	7% -	6% -
Definitely not	1%	2%	1%	1%	3%
Don't know	4%	4%	5%	3%	2%
No reply	24	13	7	4	0

Q23 How likely are you to visit again in the future?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
Definitely will	49%	50%	42% -	67% +	60% +
Probably	22%	18% -	25% +	19%	26%
Possibly	15%	18% +	17%	6% -	9% -
Probably not	7%	9%	7%	5%	3% -
Definitely not	2%	6% +	1% -	2%	1% -
Don't know	4%	1% -	8% +	0% -	1% -
No reply	1	1	1	-	-

Q24 Are you visiting with other people?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
No	5%	5%	1% -	18% +	1% -
Yes	95%	95%	99% +	82% -	99% +
No reply	30	8	2	14	6

Q24 Are you visiting with other people?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
No	3%	5% +	2% -	1% -	3%
Yes	97%	95% -	98% +	99% +	97%
No reply	16	-	12	2	1

Q25b - Group gender	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere
Base - group	8180	2727	3767	952	734
Male	47%	46%	49%	42%	45%
Female	53%	54%	51%	58%	55%

Q25b - Group gender	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere
Base - group	10045	3079	4512	1147	1307
Male	50%	50%	51%	49%	46%
Female	50%	50%	49%	51%	54%

Q26 Group age	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere
Base - group	8137	2716	3760	934	728
Under 5	9%	6%	9%	10%	14%
5 to 7	10%	9%	9%	11%	16%
8 to 11	12%	12%	12%	12%	16%
12 to 14	4%	5%	4%	5%	3%
15	1%	1%	1%	0%	1%
16	1%	1%	1%	2%	0%
17 to 19	3%	2%	4%	2%	0%
20 to 24	7%	6%	9%	6%	4%
25 to 34	14%	13%	17%	10%	11%
35 to 44	18%	19%	18%	20%	19%
45 to 54	9%	11%	8%	9%	9%
55 to 59	3%	4%	3%	3%	2%
60 to 64	3%	4%	3%	4%	1%
65+	4%	6%	3%	5%	4%

Q26 Group age	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere
Base - group	10025	3077	4500	1142	1306
Under 5	11%	6%	12%	13%	16%
5 to 7	12%	8%	12%	14%	16%
8 to 11	10%	8%	9%	17%	14%
12 to 14	3%	3%	3%	5%	4%
15	0%	1%	0%	1%	0%
16	1%	1%	0%	0%	0%
17 to 19	2%	3%	3%	1%	1%
20 to 24	6%	5%	9%	4%	3%
25 to 34	14%	13%	17%	8%	11%
35 to 44	20%	25%	18%	21%	17%
45 to 54	8%	15%	5%	7%	8%
55 to 59	3%	4%	3%	2%	2%
60 to 64	4%	5%	4%	3%	4%
65+	4%	4%	4%	5%	5%

Respondent is visiting...	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
in a family group	61%	54% -	62%	58%	89% +
in an adult only group	39%	46% +	38%	42%	11% -
No reply	-	-	-	-	-

Respondent is visiting...	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
in a family group	64%	43% -	68% +	92% +	91% +
in an adult only group	36%	57% +	32% -	8% -	9% -
No reply	-	-	-	-	-

All people visiting..	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - group	8180	2727	3767	952	734
in a family group	72%	66%	71%	75%	95%
in an adult only group	28%	34%	29%	25%	5%

All people visiting..	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - group	10045	3079	4512	1147	1307
in a family group	73%	54%	75%	95%	94%
in an adult only group	27%	46%	25%	5%	6%

Average party size	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base					
Average party size	2.9195	2.9131	2.9877	2.5598	3.1504

Average party size	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base					
Average party size	3.089	2.7288	3.1719	3.557	3.4526

Q27a Have your children been here on a school visit before?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	1710	500	786	217	207
Yes	15%	8% -	14%	30% +	24% +
No	85%	92% +	86%	70% -	76% -
No reply	74	26	34	9	5

Q27a Have your children been here on a school visit before?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	2062	487	946	294	335
Yes	12%	4% -	9% -	20% +	28% +
No	88%	96% +	91% +	80% -	72% -
No reply	55	21	29	5	1

Q27b Have you been persuaded to come here either today, or on another occasion, because your children have visited with their school?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrospro here
Base	253	37	106	61	49
Yes	60%	58%	59%	68%	55%
No	40%	42%	41%	32%	45%
No reply	3	2	-	-	1

Q27b Have you been persuaded to come here either today, or on another occasion, because your children have visited with their school?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrospro here
Base	250	19	78	59	93
Yes	64%	79%	44% -	86% +	61%
No	36%	21%	56% +	14% -	39%
No reply	5	-	4	0	1

Origin	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrospro here
Base	2802	936	1261	372	233
Aberdeen City	5%	1% -	1% -	2% -	42% +
Dundee City	4%	0% -	0% -	28% +	1% -
Edinburgh, City of	7%	15% +	2% -	5%	2% -
Glasgow City	12%	1% -	24% +	4% -	0% -
Other Scotland	38%	28% -	42% +	44% +	42%
Other UK	16%	27% +	12% -	9% -	4% -
Unknown UK	1%	0%	0% -	3% +	3% +
Overseas	18%	26% +	17%	5% -	6% -
No reply	133	52	21	47	13

Origin	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrospro here
Base	3252	1128	1423	322	379
Aberdeen City	5%	1% -	0% -	3% -	41% +
Dundee City	3%	1% -	0% -	22% +	1% -
Edinburgh, City of	4%	8% +	2% -	3%	1% -
Glasgow City	11%	1% -	24% +	2% -	1% -
Other Scotland	36%	21% -	40% +	57% +	48% +
Other UK	13%	21% +	10% -	12%	6% -
Unknown UK	-	-	-	-	-
Overseas	27%	47% +	24% -	2% -	2% -
No reply	20	5	7	4	4

Q29 Group ethnicity	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere
Base - group	8140	2710	3761	942	727
Scottish	60%	43%	67%	77%	68%
English	15%	23%	10%	14%	8%
Welsh	1%	1%	0%	1%	0%
Northern Irish	0%	1%	0%	1%	1%
British	5%	8%	3%	0%	12%
Irish	2%	3%	1%	0%	0%
Gypsy/Traveller	0%	0%	0%	-	-
Polish	1%	1%	1%	0%	0%
Other white ethnic group	12%	17%	11%	3%	8%
Other mixed/multiple ethnic group	1%	1%	1%	0%	1%
Pakistani, Pakistani Scot, Pakistani Brit	1%	0%	1%	0%	0%
Indian, Indian Scot, Indian Brit	1%	1%	1%	0%	1%
Bangladeshi, Bangi Scot, Bangladeshi Brit	-	-	-	-	-
Chinese, Chinese Scot, Chinese Brit	1%	0%	1%	0%	1%
Other Asian/Asian Scottish/Asian British	0%	0%	1%	0%	0%
African, African Scot, African Brit	0%	0%	0%	-	0%
Caribbean, Caribi Scot, Caribbean Brit	0%	0%	-	0%	0%
Black, Black Scot, Black Brit	0%	-	0%	-	-
Other African, Caribbean or Black	0%	-	0%	-	-
Arab	0%	0%	0%	-	-
Other	0%	0%	0%	1%	0%

Q29 Group ethnicity	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere
Base - group	10025	3073	4504	1144	1304
Scottish	55%	30%	60%	77%	77%
English	10%	11%	8%	17%	10%
Welsh	0%	0%	1%	1%	-
Northern Irish	0%	0%	0%	1%	0%
British	9%	11%	9%	0%	8%
Irish	4%	8%	2%	0%	-
Gypsy/Traveller	-	-	-	-	-
Polish	1%	1%	2%	1%	0%
Other white ethnic group	15%	31%	11%	2%	3%
Other mixed/multiple ethnic group	0%	-	0%	0%	0%
Pakistani, Pakistani Scot, Pakistani Brit	0%	0%	0%	0%	0%
Indian, Indian Scot, Indian Brit	3%	4%	4%	0%	1%
Bangladeshi, Bangi Scot, Bangladeshi Brit	0%	0%	0%	-	0%
Chinese, Chinese Scot, Chinese Brit	1%	1%	2%	0%	0%
Other Asian/Asian Scottish/Asian British	1%	2%	0%	0%	-
African, African Scot, African Brit	0%	0%	0%	0%	0%
Caribbean, Caribi Scot, Caribbean Brit	0%	0%	-	0%	-
Black, Black Scot, Black Brit	-	-	-	-	-
Other African, Caribbean or Black	-	-	-	-	-
Arab	0%	0%	-	0%	-
Other	0%	0%	-	0%	-

Q30 Firstly, can I ask if you are a British resident?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere
Base	2802	936	1261	372	233
Yes	82%	75% -	82%	93% +	93% +
No	18%	25% +	18%	7% -	7% -

Q30 Firstly, can I ask if you are a British resident?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere
Base	3252	1128	1423	322	379
Yes	73%	53% -	76% +	98% +	98% +
No	27%	47% +	24% -	2% -	2% -

Q31 What is the employment status of the chief income earner/head of household?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere
Base - British residents	2259	695	1032	328	205
Employed full time (30+ hrs/wk)	61%	64%	60%	50% -	73% +
Employed part time (9-29 hrs)	7%	7%	7%	6%	6%
Self employed	7%	7%	8%	3% -	6%
Unemployed - seeking work for over 12 months	1%	0% -	2%	2%	1%
Unemployed - seeking work for under 12 months	0%	0%	0%	1%	-
Not eligible for employment	1%	1%	0% -	3% +	-
Looking after home/family	4%	4%	3%	8% +	2%
Studying	7%	5%	8%	10%	5%
Retired	9%	11%	8%	10%	7%
Prefer not to say	3%	1% -	4%	8% +	1% -
No reply	4	2	1	-	0

Q31 What is the employment status of the chief income earner/head of household?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere
Base - British residents	2370	602	1081	315	372
Employed full time (30+ hrs/wk)	67%	71%	61% -	75% +	73% +
Employed part time (9-29 hrs)	3%	4%	2%	1% -	5%
Self employed	3%	2%	4%	1% -	6% +
Unemployed - seeking work for over 12 months	1%	0%	1%	1%	1%
Unemployed - seeking work for under 12 months	0%	1%	0%	0%	1%
Not eligible for employment	1%	0%	1%	0%	0%
Looking after home/family	6%	2% -	10% +	2% -	2% -
Studying	5%	5%	7% +	4%	1% -
Retired	9%	10%	7% -	12% +	11%
Prefer not to say	4%	4%	6%	4%	1% -
No reply	9	-	7	2	-

NS_SEC Analytic	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base - British residents	2259	695	1032	328	205
One	21%	19%	24%	13% -	30% +
Two	27%	34% +	25%	17% -	25%
Three	8%	10% +	7%	6%	8%
Four	6%	7%	6%	6%	6%
Five	6%	6%	6%	5%	11% +
Six	7%	5%	8%	6%	6%
Seven	4%	4%	4%	4%	3%
Eight	2%	1%	1%	5% +	1%
Full-time students	7%	5%	8%	9%	5%
Occupation not stated	12%	9% -	10%	30% +	5% -
No reply	69	10	45	8	5

NS_SEC Analytic	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base - British residents	2370	602	1081	315	372
One	23%	24%	18% -	25%	34% +
Two	24%	31% +	18% -	29% +	23%
Three	8%	5%	10% +	8%	5% -
Four	5%	6%	4%	4%	7%
Five	6%	7%	5%	6%	9% +
Six	7%	7%	7%	7%	7%
Seven	5%	5%	4%	6%	5%
Eight	4%	1% -	8% +	1% -	1% -
Full-time students	5%	5%	7% +	4%	1% -
Occupation not stated	13%	8% -	18% +	9% -	7% -
No reply	6	1	1	-	4

NS_SEC Analytic	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosp here
Base - British residents	2259	695	1032	328	205
One	24%	21%	27%	18% -	31% +
Two	30%	37% +	28%	24%	27%
Three	9%	11%	8%	8%	8%
Four	7%	8%	6%	9%	6%
Five	7%	6%	7%	7%	12% +
Six	7%	5% -	9%	9%	7%
Seven	4%	5%	4%	5%	4%
Eight	2%	1%	2%	7% +	1%
Full-time students	8%	6%	9%	12% +	5%
No reply	335	69	146	104	15

NS_SEC Analytic	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosp here
Base - British residents	2370	602	1081	315	372
One	26%	27%	22% -	28%	37% +
Two	27%	34% +	22% -	32% +	24%
Three	9%	6%	12% +	9%	5% -
Four	6%	7%	5%	4%	8%
Five	7%	8%	6%	7%	10%
Six	8%	7%	9%	8%	8%
Seven	6%	5%	5%	7%	6%
Eight	5%	1% -	10% +	1% -	1% -
Full-time students	6%	6%	9% +	5%	2% -
No reply	306	52	198	29	28

NS_SEC 1-4 vs 5-8	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - British residents	2190	685	987	319	200
NS-SEC 1-4	62%	71% +	62%	41% -	69% +
NS-SEC 5-8	19%	15%	20%	20%	21%
Full-time students	7%	5%	8%	9%	5%
Occupation not stated	12%	9% -	10%	30% +	5% -
No reply	-	-	-	-	-

NS_SEC 1-4 vs 5-8	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - British residents	2364	602	1080	315	368
NS-SEC 1-4	59%	67% +	50% -	66% +	69% +
NS-SEC 5-8	23%	20%	25%	20%	23%
Full-time students	5%	5%	7% +	4%	1% -
Occupation not stated	13%	8% -	18% +	9% -	7% -
No reply	-	-	-	-	-

NS_SEC 1-4 vs 5-8	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - British residents	2190	685	987	319	200
NS-SEC 1-4	71%	77% +	69%	59% -	72%
NS-SEC 5-8	21%	17% -	22%	28% +	23%
Full-time students	8%	6%	9%	12% +	5%
No reply	266	59	101	96	11

NS_SEC 1-4 vs 5-8	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - British residents	2364	602	1080	315	368
NS-SEC 1-4	68%	73% +	61% -	73% +	74% +
NS-SEC 5-8	26%	22% -	31% +	23%	24%
Full-time students	6%	6%	9% +	5%	2% -
No reply	301	51	197	29	24

Social Grade	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - British residents	2259	695	1032	328	205
A	6%	5%	7%	3%	5%
B	27%	32% +	27%	16% -	31%
C1	38%	38%	38%	36%	35%
C2	12%	11%	13%	10%	14%
D	6%	7%	5%	6%	10% +
E	4%	3%	4%	9% +	2%
PNTS	7%	4% -	6%	19% +	3% -
No reply	159	38	83	29	10

Social Grade	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - British residents	2370	602	1081	315	372
A	4%	3%	3%	4%	6%
B	26%	33% +	20% -	29%	28%
C1	36%	32%	38%	36%	37%
C2	17%	19%	16%	16%	17%
D	5%	5%	5%	7%	6%
E	7%	2% -	13% +	2% -	3% -
PNTS	5%	6%	5%	6%	3% -
No reply	137	9	114	5	9

Social Grade	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere
Base - British residents	2259	695	1032	328	205
A	6%	5%	7%	4%	5%
B	29%	33%	29%	20% -	32%
C1	40%	40%	40%	45%	36%
C2	13%	12%	14%	13%	14%
D	7%	7%	6%	7%	10%
E	4%	3%	4%	11% +	2%
No reply	301	61	137	87	16

Social Grade	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere
Base - British residents	2370	602	1081	315	372
A	4%	3%	3%	5%	6%
B	27%	35% +	21% -	30%	29%
C1	38%	34%	40%	38%	38%
C2	18%	20%	17%	17%	17%
D	6%	5%	5%	8%	7%
E	7%	2% -	14% +	3% -	3% -
No reply	249	45	161	23	19

Q41 Do you have a long-standing illness, disability or infirmity? By longstanding I mean anything that is troubled you over a long period of time or is likely to affect you over a period of time.	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosphere
Base	2802	936	1261	372	233
Yes	5%	4%	4%	8% +	4%
No	95%	96%	95%	91% -	93%
Prefer not to say	1%	0%	1%	1%	2% +
No reply	78	16	34	17	11

Q41 Do you have a long-standing illness, disability or infirmity? By longstanding I mean anything that is troubled you over a long period of time or is likely to affect you over a period of time.	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosphere
Base	3252	1128	1423	322	379
Yes	3%	0% -	3%	6% +	4%
No	97%	100% +	96%	94% -	96%
Prefer not to say	0%	-	0%	-	1%
No reply	69	3	64	2	-

Q42 Does this illness or disability limit your activities in any way?	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base - have long-term illness, disability or infirmity	127	40	48	29	9
Yes	75%	67%	77%	83%	81%
No	25%	33%	23%	17%	19%
Don't know	-	-	-	-	-
Prefer not to say	-	-	-	-	-
No reply	0	-	0	-	-

Q42 Does this illness or disability limit your activities in any way?	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base - have long-term illness, disability or infirmity	83	5	45	19	14
Yes	80%	100%	91%	60% -	71%
No	17%	-	9%	34%	25%
Don't know	1%	-	-	-	4%
Prefer not to say	1%	-	-	6%	-
No reply	1	1	-	-	-

Segments (Refined)output(no)	Total	Venue: 2008/09 (Year 1)			
		ODE	GSC	DSC	Satrosph here
Base	2802	936	1261	372	233
New kids first families	13%	10% -	15% +	14%	10%
Repeat kids first families	11%	6% -	16% +	10%	9%
New learning families	19%	24% +	15% -	14% -	31% +
Repeat learning families	18%	14% -	16%	19%	39% +
Day trippers	22%	23%	28% +	12% -	3% -
Learning adults	10%	14% +	6% -	17% +	6% -
Deep thinkers	7%	9% +	4% -	14% +	2% -
No reply	102	28	60	7	7

Segments (Refined)output(no)	Total	Venue: 2009/10 (Year 2)			
		ODE	GSC	DSC	Satrosph here
Base	3252	1128	1423	322	379
New kids first families	15%	6% -	20% +	19%	21% +
Repeat kids first families	14%	4% -	21% +	12%	22% +
New learning families	19%	23% +	12% -	29% +	22%
Repeat learning families	16%	10% -	15%	31% +	26% +
Day trippers	21%	21%	28% +	6% -	7% -
Learning adults	11%	26% +	3% -	3% -	1% -
Deep thinkers	3%	9% +	0% -	0% -	2% -
No reply	67	7	58	1	1

Social Research series

ISSN 2045-6964

ISBN 978-0-7559-9914-9

web only publication

www.scotland.gov.uk/socialresearch

APS Group Scotland
DPPAS11125 (12/10)

