

THE SOCIAL ROLE OF THE MUSEUM :

A VISITOR SURVEY

IN THE CAPE

A THESIS PRESENTED TO THE DEPARTMENT OF CULTURAL
HISTORY OF WESTERN EUROPE OF THE UNIVERSITY OF
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BY

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ABSTRACT

The origin of the term "museum" can be traced back to Ancient Greece where it was applied to a temple for the adoration of the Muses. By the end of the 3rd century A.D. such museums had perished and the term "museum" was not used again until the 16th century when it was applied to the private collections which developed in Italy and then spread through Europe.

These private collections were the direct forerunners of the public museum; during the late 17th and 18th centuries many of the private collections were opened to the public and by the 19th century the main functions of these museums were seen as being collection, research and education. At the time the museums gave little attention to actively fulfilling these functions and to serving the public. Subsequently the museums were held in low esteem by the public:

In many countries this trend persisted until after the second world war for only then a real understanding and appreciation of the value and role of museums came about. Many museums started reconsidering their aims and position in society, reforming and incorporating all manifestations of change in the communities which they had to serve. Many museums started working toward becoming more dynamic institutions involved with their respective communities.

In this striving toward community involvement the avenues of involvement have been examined in detail but there have been few attempts to learn anything about the communities served by museums. In most cases museum policy is based on personal convictions as to who the public is, what they want, need and deserve, instead of being based on quantitative information.

A number of surveys of museum visitors and the non-visitors have been carried out overseas in an attempt to get to know more about the communities served by museums. In South Africa there is almost a total lack of such information as most museums have been too busy with their own internal problems to go through the trouble of learning something

about the communities they serve.

Considering this lack of information in South Africa a survey of museum visitors was carried out in an attempt to obtain some factual and objectively trustworthy information on one section of the communities served by the museums. 36 Museums in the Cape Province took part in the survey and 6664 visitors completed the multiple-choice questionnaire.

The survey provided some useful factual information on who the visitors are, what they want, like and dislike. It was found that the majority of the visitors are White, young and well educated. Age, race, education and residence were found to be important variables.

Considering the results of the survey it was concluded that the South African public is by no means museum conscious and that museums are not considered to be vital forces within a community, they are merely accepted and tolerated by a generally apathetic public. Some of the blame for this unsatisfactory situation can be placed on the museum as few have really tried to learn more about their respective communities and have actively sought involvement with the communities.

Instead of being dynamic centres of entertainment and learning the South African museums are status symbols proving that the communities take an interest in culture and natural history. They are luxuries instead of being essential services and will remain so unless they make a move toward community involvement in an attempt to establish themselves as essential services.

CHAPTER 1 - INTRODUCTION

The origin of the term "museum" can be traced back to Ancient Greece where it was applied to a temple for the adoration of the Muses. This adoration was expressed in poetry, dramatic art, history, dancing, sacred ritual and in the study of sciences and philosophy. Although these museums had no concrete features they had a characteristic devout atmosphere with an emphasis on religious and ethical matters.

The emphasis shifted to intellectual matters in the Museum of Alexandria which was founded by Ptolemy I Soter in the 3rd century B.C. at Alexandria in Egypt. The Museum of Alexandria was a centre of learning and research and housed a collection of e.g. statues of thinkers, astronomical and surgical instruments, elephant tusks and the hides of uncommon animals as well as a library. Yet, the most significant aspect of this museum was not the collection of library but the scope of the museum - in research and inquiry there was an attempt to embrace all the available knowledge of the time.

The Museum of Alexandria perished by the end of the 3rd century A.D. but the tradition of learning and collection which had been associated with museums for almost seven centuries was not lost.

This tradition of collection and learning was revived when the term "museum" was used again in the 16th century. In Renaissance Italy princes and noble families began taking an interest in art and other branches of knowledge and many had, or started building up, private collections of precious or curious items which they then called museums. At the time the driving forces behind private collecting were curiosity and

the desire for knowledge and this trend of private collecting spread through Spain, France, Great Britain, the Netherlands, Germany and Austria.

A variety of terms was used to denote such private collections e.g. museum, gallery, cabinet, closet, chamber, repository and pinacotheca. It is difficult to connect each term with a particular type of collection. Even the term "gallery" which is today associated with collections of paintings and sculpture was previously applied to any collection of miscellaneous items. Regardless of the names given to these private collections they were the direct forerunners of the public museums. (1, 2)

It was only from the late 17th century that the private collections were opened to the public and the museum in the service of the public is thus a relatively new concept. The first public museum in Europe was the Ashmolean Museum at Oxford which opened its doors to the public in 1683. More collections were opened to the public in the 18th and early 19th centuries: the British Museum was opened in London in 1759 after the British government purchased Sir Hans Sloane's collections, the Belvedere in Vienna opened in 1781 and the Louvre in Paris was declared open to the public by the Republican government in 1793.

These European museums were public in name only - members of the public were admitted rather grudgingly and most preferred to stay away as the general level of education of the laymen at the time did not provide an adequate background for the understanding and appreciation of museum "collections".

It was only in the 19th century that the real public museums came into being and although the three main functions of museums had for some time been acknowledged as being "collection, research and education" the educational aspects of the museums were then recognized for the first time.

The development, however, came from the outside and not from within the museums themselves. It was the public that changed. With the introduction of compulsory education and the change in the economic climate many people had, over a period, acquired the ability to understand and appreciate the museum collections and they also had some leisure time in which to visit museums. With the spread of democracy equal cultural opportunities for all were being created.

Yet, this new public was still being offered the same "private collections made public" by the museums. No attention was given to the educational role which these institutions themselves could fulfill and no interpretation of the contents to the layman was attempted. The public could go along to the museums to educate themselves if they wished to but the most popular response on the part of the public was again simply to stay away.

By the late 18th century museums were also started in America and in South Africa in the 19th century. They developed after the initial struggle for the acceptance of museums had already been fought in Europe and they started as public museums. This can be seen in the wording of e.g. the Governor's Proclamation of the establishment of the South African Museum in Cape Town in 1852: The museum would be "for the reception and classification of various objects of the Animal, Vegetable and Mineral Kingdoms which are found in South Africa, whereby an opportunity will be opened to the colonists of becoming acquainted with the general and local resources of the Colony ... it is his (the Governor's) intention that the Museum should be open to the inspection of the Public at stipulated hours to be hereinafter fixed". (3, 4)

During the 19th and 20th centuries there were specific trends in the development of museums. In the 19th century there was a movement away from all embracing museums toward specialized museums of natural history, science, history, archeology, ethnology and art. By the 20th century the idea of the museum as a public institution had

been fully accepted although little attention was given to actively serving the public. Even the educational role of museums was largely neglected with the result that the museums were held in low esteem by the public.

In most European countries this trend persisted until after the second world war for only then a real understanding of the role and value of museums developed and attempts were made to realize the potential of museums. This was not the case in America; already in the first decades of the 20th century the educational role of museums was acknowledged and put to use. The collections in the American museums were interpreted for a wide and diversified public whose needs and wishes were considered and soon the museums had an important place in education. It was only at this stage that the functions of museums were really examined and that attempts were made to outline ways of action for the museums.

This development took place rather slowly and even today many definitions of the functions of museums are still vague and the potential of museums has not yet been realized. Generally the functions of museums are seen as being mainly in connection with collection, preservation and presentation. The items which are collected may be specimens of nature or creations of man. They must be preserved, catalogued and restored and research must be conducted into matters related to such items. Displays for the general public and the young students must be mounted in such a manner that they feel that acquiring knowledge is a pleasant experience.

These functions are incorporated in the official definition of museums of the International Council of Museums (1973): "A museum is a non profit-making permanent institution, in the service of society and open to the public, which acquires, conserves, communicates and exhibits, for purpose of study, education and enjoyment, material witness of evolution of nature and man". (5)

To make such a change in the relations between the museums and the public possible the museums have had to reconsider their aims and position in society. The new society would not tolerate museums which served only a small group of scholars - not if the museums were supported by public funds. The museums have had to reform, accepting and incorporating all manifestations of change in the communities they serve because the position of the museum in a community is directly related to the way in which the museum serves the community and how the museum meets its needs. Museums will no longer be able to exist in modern times if there is not sufficient social demand. (6)

Any degree of social demand can only come about if the general public is made aware of the possibilities offered by museums and for this reason museums the world over are now "outward bound", examining the needs of society and of the specific communities they serve. In highly industrialised areas where the development of science and technology and the increase in materialism are threatening the development of well balanced human personalities museums can provide a spiritual dimension so that emotional, spiritual and intellectual satisfaction accompanies material advancement. In underdeveloped countries museums can assist in solving immediate problems by spreading knowledge about e.g. agriculture and hygiene and can also assist in preserving those traditions of value to the society. (6,7,8,9)

In all such cases the museums must go out and seek involvement with the communities which they serve. The key words are "active participation" on the part of the museums as well as the public. Various facilities for visitor participation can be offered. In e.g. science museums exhibits can be designed in such a way that they can be operated by the visitors themselves or by demonstrators. All museums can arrange lectures and demonstrations involving discussions, outings field trips and workshops for the visitors. Exhibition space and meeting rooms can be put at the disposal of local societies. Special events can be organized for the physically disabled persons, for old people and

special attention can be given to children. There could be special children's museums or children's departments at other museums where they can handle objects under supervision and take part in other activities arranged for them.

The museums can extend their services and also attract those who do not visit museums through travelling exhibitions, temporary exhibits on show in e.g. libraries, the loan of exhibits or specimens to organisations or individuals and through the television network.

All such activities should result in a greater interaction between the museum and the community and a two-way flow of information could take place enriching both the museum and the community.

Once the museum is involved with its community in such a manner it will be a witness of the interests, ambitions and attitudes of the community and it will have to change and adapt as the community changes.

The idea of community involvement was first put to use by the American museums with great success in attracting visitors but it has been suggested that in some cases such involvement was carried too far. Gunthe (1957) wrote that "An overly eager effort to involve the museum in ... community projects, in order to demonstrate that it is a community organization, will lead to dissipation of the energy of the staff, inadequate museum participation in any one project, and confusion on the part of the community regarding the museum objectives." (10) Many Americans have admitted that involvement may have been carried too far and many, like Duncan Cameron of the Brooklyn Museum, New York (1972), have pointed out that museums should meet the needs of society as museums and that there is no need to change these institutions into mere community centres without any characteristics of the traditional museum. (11)

Such suggestions together with the results of over involvement at some American museums serve as guidelines and warnings for European and also South African museums. The European museums are carefully not

pushing community involvement too far while the South African museums have scarcely embarked on this venture. From the examples of museums in other countries South African museums can learn how far community involvement can safely be pushed so that the museums will become more dynamic institutions without losing their identity through over-involvement.

In South Africa there is not a lack of information on community involvement - there is a wealth of published information on the methods and effects of community involvement and one need scarcely look further than the Southern African Museums Association's Bulletin for excellent articles on this subject - two examples would be "Adapt or die: Some thoughts on museums in the future" by Adi Inskeep (1970) (12) and "Verslag van deelname aan die 'Museum-deskundiges projek' Verenigde State van Amerika, Mei/Junie 1975" by Dr. A. Werth (1976) (13)

An excellent summary of the avenues of involvement which are open to museums was given by Elizabeth Voigt (1972a) in a paper delivered at the University of Cape Town's Public Summer School.(14) One could scarcely wish for a more complete and up to date summary! Even though all this very useful information is available so few South African museums have made an effort to become dynamic institutions fulfilling what should be their social role in the communities they should serve. Too many South African museums concern themselves only with their own internal problems and hardly bother with something like "community involvement".

Even the educational function which forms the basis of the museum's service to society is treated in a rather off-hand manner by most museums - adult education is for them the occasional slide show and public lecture and the educational service to children is the school visit. The development of the museum toward community involvement must go hand in hand with a better integrated share in the national education - these cannot be separated for they must supplement each other.

Although many South African museologists, like their counterparts overseas, must have gone through a period of self-examination and reappraisal of the role of their museums in the community there have been few signs of improvement - most museums still have mainly static exhibitions which a relatively apathetic public may, or may not, want to visit. There have been far too few active attempts on the part of museums toward involvement in the activities of the communities in which they are situated and too few attempts to attract the public to participate in the activities of the museums.

There are of course exceptions e.g. the services of the S.A. National Gallery in Cape Town to the blind and also "A programme for the community" which was started at the East London Museum in 1973 in an attempt to provide more comprehensive services for the public. In this attempt at community involvement the articles by Inskeep (1970) (15) and Voigt (1972a & b) (16, 17) provided valuable guidelines and the programme was based mainly on accepted and well known approaches which were adapted to suit the particular community which this museum served. Special attention was given to children, there were various holiday attractions (film programmes and a competition) and a Children's Museum was started where the children could handle e.g. skulls, seashells and stone artifacts. For the children over 10 a Junior Museum Club was launched and it was attempted to acquaint members with most of the habitats that they are likely to encounter near East London. Visits to old aged homes were undertaken and visits for the old people to Gately House were arranged. Additional temporary exhibitions attracted more visitors and members of the Friends of the Museum organization were granted special privileges and they arranged special events which again attracted others to the museum. (18)

South African museums, like many others elsewhere, have given too little attention to particularly one aspect of community involvement and that is the community itself. The museums have been re-examined and reappraised, methods and means of involvement have been discussed and it has been pointed out that each museum could not take part in all

possible activities but should select only those which would best enable the museum to serve its community. Yet, very few have gone through the trouble of learning anything about the community which it must serve.

In 1972 Singleton pointed out that "They (the museums) are beginning to wonder (or should be beginning to wonder) just what the individual museum visitor's needs are, and what the community's needs are. They are looking at their visitors, talking to their visitors, trying to understand their visitors: and trying to determine the intellectual needs of the community, the social needs, the recreational needs, and trying to decide how the museum can or should meet these needs. (19)

It has been pointed out before that there is a wealth of information on how the museums can work toward greater involvement in the community in an attempt to meet the needs of the particular community but there is little published information on the communities or on museum visitors, as part of the community served by the museums. A few visitor surveys have been carried out overseas with interesting and informative results. Some of these were carried out when new extensions at the museums were planned in order to find out just exactly what the visitors liked and disliked e.g. the surveys of Mason (1974) at the Manchester Museum (20), of Doughty (1968) at the Ulster Museum (21) and of Coutts (1971) at the Dundee Museum (22). It was hoped that such studies would enable the planners to extend and change the museums in a manner which would best serve the public.

Other surveys were done simply to get to know more about the visitors e.g. Cruickshank's survey of the visitors to the Jewry Wall Museum, Leicester (1972) (23) and the McWilliams and Hopwood (1973) survey at the Norwich Castel Museum (24). One of the few researchers to investigate the relationship between the general public and the museum was Erwin (1970) (25) in his survey of the Belfast public and the Ulster Museum.

The only surveys known to have been done recently in Southern Africa

were done on the museum visitors and not on the general public when extensions or changes at the museums concerned were being planned. Kerr and Hobley (1974) carried out a survey of the visitors to the Queen Victoria Museum, Salisbury and they found that by doing research useful information could be discovered about the visitors. (26) Another survey was carried out by Immelman (1974) at the East London Museum. (27) Only two surveys do not suggest that the South African museums are trying very hard to get to know more about their visitors and the communities they serve!

Already in 1960 Frese wrote that "Sociological studies giving an analysis and quantitative research of the museum public are few and far between" (28) and since then matters have hardly improved. He suggests that this is only to a certain extent due to difficulties such as financing and lack of time. To him the most important reason is that many museums are simply not concerned with obtaining more objective and factual information on the public they serve. He rightly says that the policy of museums is usually based on personal convictions as to who the public are, what they want, need and deserve instead of being based on objective research findings.

Without any quantitative information Frese did, however, formulate a typology of the visiting public which can be discussed here briefly. He divided the visiting public into groups according to their reason for visiting the museum and two main groups are distinguished - the traditional public and the "new" public. The traditional public consists of the lay-connoisseurs, artists and designers, scientists and scholars and students while the new public is the school groups and the remaining mass public.

The traditional public is a relatively small but long standing group who visits the museums with a clear purpose. This group could be termed the "élite" of the visiting public and its function has been described by Mannheim (1940) as being "to inspire the life of culture and to lend it form, create a living culture in the different spheres

of social life" (29) and "they are responsible for cultural initiative and tradition ." (30) This influence would be exerted through an interest and participation in museum affairs. Although the roles of the traditional public may have changed slightly their support and interest are still valuable for museums.

According to Mannheim's theory that the "new" public (consisting, according to Frese, of school groups and the mass public) is the cause of a cultural crisis and subsequently a crisis in the role and functions of the museums. With the spread of democracy and equal educational rights for all "wider sections of the population still under unfavourable social conditions take an active part in cultural activities" (31) and the participation of such groups has greatly reduced the influence of the traditional public. Without the influence of the traditional public modern mass society lacks direction and it is momentary, lacking in the stability of the traditional public.

When Mannheim writes "... we see a transition in the development of the public from the organic (stable, traditional public) through the disintegrated (the new mass public) to the artificially organized public of the future" he suggests that the directionless state of the mass public is simply an intermediate stage. (32) Frese illustrates this point well in his discussion of the new public and their relation to museums by showing how museums, in attracting the new public, are attempting to rearrange them into groups. This is an artificial recreation of the stability of the traditional public. (33)

Frese suggests that the new public can be grouped according to e.g. shared interests and educational purposes when museums arrange e.g. special classes or other extra-mural activities. The idea of grouping and thus organizing the new public is also found when museums actively try to co-operate with other cultural groups already existing within a community e.g. historical clubs. In this respect Adam (1937) suggested that "the objective of the museum should be to find means of incorporating the natural organization of the cultural life of the

community within its structure". (34)

A good example of the organization of the new public can be found in the organized visits of the school groups; such groups can again be divided into different sub-groups according to the subject matter they wish to study or their ages. Similarly the mass public, on closer examination, are found to have a rich variety of interests which can be channelled so that these visitors will fall into certain groups.

This brings one to what Dillon Ripley (1969) considers as being the dilemma of the modern museum - how to continue to serve the traditional public while reaching out to meet the needs of the new public.

(35) Although the characteristics and interests of these groups differ to a large extent there is sufficient common ground to enable museums to serve both groups adequately. Once museologists have a fair knowledge of the common interests and needs of the old and new public, which the museum must serve, an attempt can be made to reorganize the activities of the museum so that it becomes a valuable asset in a community instead of being only a liability.

All museums probably have enough information on means of reorganizing and revitalising museum activities but this knowledge cannot be used fully until the museums also know enough about the community which they must serve. Although Frese (1960) has given a good general outline of the changing museum public more specific information is of course necessary to provide guidelines for the different museums.

What Doughty (1968a) said of the British museums can also be said of South African museums: "In its affected self esteem the profession has not lost touch with its public - it simply never found it, or even attempted to." (36) Voigt (1972a) is one of the few who have commented on the South African visiting public and she pointed out that it is no easy matter to define the communities served by South African museums. (37) Communities range from highly industrialized White society with a high literacy level to the Non-White transitional society with varying literacy levels and this makes it difficult to determine their economic,

socio-political and cultural levels and their historical background. Such information can only be obtained through some objective means of inquiry and with this in mind a survey of museum visitors was planned.

Published reports on surveys done at overseas museums and at the Queen Victoria Museum in Salisbury were examined and they provided useful information on how such surveys could be carried out and on possible questions which could be asked. (20, 21, 22, 23, 24, 25, 26). A complete description of the design of the survey will be given in the next chapter and the relevant results of the other surveys will be included in the discussions of the results of the current survey.

Considering the lack of information the current survey is not an attempt to provide an instant solution to the problems of defining the communities served by the South African museums - at best it can only be seen as an attempt to obtain some factual and objectively trustworthy information, of a general nature, on the visiting public. Once such information is obtained museum policy can be based on factual information instead of on personal pre-conceived convictions. The information could also provide guidelines for further research.

The scope of the survey is limited. Only one section of the community served by the museums could be examined and that is the relatively small section which actually visits the museums. The large number of those who never visit museums are also part of the community which museums should serve and in the current survey they could not be examined.

The survey also had to be limited to museums in the Cape Province as it was impossible to cover museums throughout South Africa. The importance of this limitation is questionable: the survey was carried out during the summer holiday season (from December to the end of February) which meant that although only the Cape museums were involved it is likely that many visiting these museums during the holiday season were from other provinces or from overseas. The survey would supply

individual museums with fundamental facts about their visitors but if these results are pooled national trends in museum visiting could be revealed and not necessarily only trends within the Cape.

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CHAPTER 2 - A SURVEY OF MUSEUM VISITORS IN THE CAPE

A: DESIGN

The questionnaire method -

With the aims of the survey in mind it was obvious that only two methods would supply the required data: the self-administered questionnaire and the interview.

Research has shown that both these methods have advantages as well as disadvantages:

- A questionnaire should not take more than 30 minutes to complete with the result that it can only cover a narrow or restricted area while through depth interviewing a wider range of data could be obtained.
- An interviewer may inhibit certain answers (e.g. in connection with occupation and income) while the relative anonymity of the questionnaire results in frank answers.
- The interviewer can probe deeper to clarify unclear or irrelevant answers and can thus help the respondent to answer truthfully.
- To be able to answer a questionnaire the respondent must be able to read and write and this would exclude some people from an investigation.
- The questionnaire method is cheaper and easier (i.e. also less time consuming) when a large sample covering a wide area is involved.
- While the interview is a more flexible method the questionnaire, if drawn up correctly, is not open to a subjective analysis of the answers.

Considering these factors and the circumstances under which the survey had to be carried out, it was decided to make use of the questionnaire method - the researcher could not visit all the museums to conduct interviews and as most of the museums have staff shortages it could hardly be expected that members of staff should help with the interviews.

It has been found that the questionnaire is an effective research tool only if a select group is the subject of the study. The direction of this bias is towards those who are interested in the subject matter, have a higher education and are higher in socioeconomic status (1) There was no way in which to control for this bias - it could only be kept in mind and checked against the results.

Development of the questionnaire -

Goode and Hatt (1952) suggested that "... it is clear that the questionnaire is most useful when a considerable amount of exploratory work has narrowed the questions to be answered. The respondents are not likely to take to work out careful discriminations of attitude, personal history, and value. The questionnaire itself must do this, for the respondents to choose from." (2)

With this in mind areas of interest were selected and possible questions within these areas were formulated. These questions were discussed with experts in the museum profession and at their suggestions questions were altered and added. The following areas of interest were selected: personal details of the visitor, reasons for visit, factors related to the museum building itself, the displays and publications.

From a rather long list of questions the most relevant were selected for a pilot study - an attempt to clarify and refine the questions and to test the feasibility of using a multiple-choice questionnaire.

THE FIRST PILOT STUDY -

For this pilot study the questionnaire, consisting of 14 multiple-choice questions, was available only in English. (The questions asked in this pilot study are included in an appendix). The study was done at the South African National Gallery in Cape Town on the 27th and 28th of September 1975.

Visitors leaving the Gallery on that Saturday and Sunday were asked at random to complete the questionnaire. Altogether 40 were completed - a rather small sample but not too many people could be

detained in the foyer of the Gallery at the same time and large family groups, of which there were many over the weekend, were subsequently not approached.

On examining the results (included in an appendix) it was obvious which questions were not clear and had to be restructured or omitted. E.g. question No. 4: "Do you belong to a 'Friends of the Museum' association?" seemed useless as an indication of involvement with the activities of the Gallery. Not one of the 40 respondents belonged to such an association and 4 Non-Whites left the question unanswered, possibly quite unaware of the existence of such an association. Such results suggest that our associations of "friends" are select groups not known to the general public which is a pity as they could do much to promote and improve the image of any museum.

More than one answer was frequently chosen to some questions (e.g. questions 1, 7 and 10) and it was decided to emphasize the fact that only one answer had to be chosen by adding "Choose only ONE answer!" to those questions for which some may be tempted to choose more than one answer.

Some respondents failed to answer certain questions but this was regarded as a normal response - "... within the questionnaire ... some questions will remain unanswered ... the researcher will do well to restudy carefully any question for which the refusal rate is over 5 per cent." (3) In this pilot study the refusal rate did not reach 5% and some of the "refusals" were due to the respondents failing to turn to the last page - an important factor which had to be kept in mind for the final format of the questionnaire.

It was suggested that the questions on e.g. race, level of education and age would not willingly be answered by all. Hartman et al (1968) in a study of the public reaction to opinion surveying found that 7% of the people interviewed objected to a question on age, 1% to a question on education and only a minimal number to a question on race. (4)

As such questions were important in the present survey it was decided to include them in a simple and clear manner - hoping that the anonymity of the questionnaire would promote frank answers. In the results of the first pilot study these questions did not show an unusually high non-response rate and there seemed to be no good reason to leave them out or to change them.

It was, however, decided to generalize the questions somewhat so that the information obtained applied to museums in general and not just to the museum at which the questionnaires were completed. E.G. the question on what the visitor thought of the displays at the museum was changed to a question on what the visitor would most enjoy seeing when visiting a new museum. (A comparison of the questionnaires used in the two pilot studies will provide more such examples.)

THE SECOND PILOT STUDY -

This study cannot rightfully be referred to as a "pretest" as the contents of the questionnaire were not nearly finalized and the format was by no means final : even the method of distributing the questionnaires could not resemble the method used in the survey.

Copies of the questionnaire (questions asked are included in an appendix), in both English and Afrikaans, were left with the doorkeepers at the South African National Gallery and at the Stellenbosch Museum from the 4th to the 6th October 1975.

In both cases the visitors, on entering the museum, were asked whether they would complete the questionnaires while going through the museum and hand them back to the doorkeeper when leaving.

Altogether 73 questionnaires were completed and the results indicated that most of the initial problems had been overcome. In most cases only one answer to each question was chosen and the number of unanswered questions decreased. Unfortunately respondents again failed to turn to the last page of the questionnaire. (The

results are included in an appendix).

It became clear that comments could be an interesting source of information but at this stage the comments were not e.g. qualifications and did not indicate unclear or difficult questions.

Considering these results it was assumed that the contents of the questionnaire were clear enough, not boring for the well-educated respondents and yet not too difficult for those who have had little formal education. Most people were willing (some even eager) to complete the questionnaires and this method of obtaining information seemed acceptable to all.

B: METHOD

At this stage museums throughout the Cape Province were approached; all the provincial museums as well as the larger state aided and municipal museums were invited to take part in the survey. (5) A circular letter and report on the two pilot studies were sent to each museum. The content and format of the questionnaire were finalized. The content was reduced photographically to fit onto one A4 sheet - English on the one side and Afrikaans on the reverse. Using such single sheets the cost of paper was reduced considerably and it was hoped that a questionnaire which "looked" short - only one page - would more readily be completed by visitors who would otherwise probably not have time. Fairly stiff board was used so that the respondents did not really need a table at which to complete the questionnaires. It was hoped that such an aesthetically pleasing and compact format would further motivate the visitors to complete the questionnaires.

This layout and design could not be subjected to a pretest because of lack of time. A copy of the questionnaire is included in an appendix.

Of the 38 museums which were contacted initially 31 wanted to take

part in the survey. Of the 7 who would not be taking part: 1 did not reply, 1 museum did not want to take part without giving a good reason and the other 5 were either in the process of moving and / or not yet open to the public. Various curators suggested other museums which should be included in the survey and finally 36 museums were taking part. A list of these museums is included in an appendix.

Distribution and instructions to museums -

Each museum was provided with questionnaires by the beginning of December 1975; the number depended mainly on the size and situation of the museum and ranged from 150 per museum to 560. Most of the museums were, however, provided with 250 questionnaires.

The method of distribution of the questionnaires at the museums was left to the curators. They were left free to distribute the questionnaires in the way which best suited the circumstances at the museum. At some of the smaller museums visitors were always shown through and as a matter of course the attendant could then tell the visitors what the survey was about and ask them to complete the questionnaire. At larger museums where hundreds pass through daily this was of course not possible, in some cases the visitors were given questionnaires when buying their tickets or the questionnaires were just left e.g. on a table so the visitors were free to pass them by or to complete one.

Admittedly this was not an objective, scientific sampling procedure but as the success of the study was largely dependent on the goodwill and co-operation of the museums this method had to be accepted. Some museums stated explicitly that they would co-operate but that they have staff shortages and did not want too much "trouble".

The museums were requested to return the questionnaires when they were all completed, or, at the latest by the end of February 1976. This meant that the museums had the questionnaire throughout the larger part of the summer holiday season. It was hoped that the return rate would be high with the higher attendance figures during these months.

It has been pointed out previously that the questionnaires should ideally have been left at the museum for a longer period covering the times when less tourists and casual visitors went to the museums. It is likely that only a small proportion of the visitors who completed the questionnaires were "serious museum visitors". However, through lack of time a halt had to be called to data collecting by mid-March and the influence of the holiday season on the type of museum visitor had to be kept in mind when discussing the results.

Early in February a progress report was sent to all museums together with a reminder that the questionnaires had to be returned by the end of the month. (A copy is included in an appendix). This was effective as not one museum failed to return the questionnaires in time.

The data obtained from the questionnaires -

The data obtained from the questionnaires was analyzed by computer and all the comments which were written on the questionnaires were recorded.

By mid-March all the museums which had taken part in the survey received the following: a copy of the results of the particular museum, a copy of all the comments made by visitors to that museum, a letter in which the results were briefly discussed and compared with results of other museums and in which the museum was thanked for co-operating in the survey. One last questionnaire was also sent along with the request that it should be completed and returned to the researcher as soon as possible. (The questions asked in this last questionnaire are included in an appendix).

After briefly examining the results it seemed necessary to obtain some additional information on each museum e.g. if many visitors to a particular museum commented on the lack of information and the need for a guide-booklet it seemed worthwhile to find out whether guide booklets were on sale at the particular museum.

Generally the information obtained through this last questionnaire served to clarify the results of the actual survey.

All the museums completed this last questionnaire except the Martello Tower Museum which was not prepared to provide information on opening hours, entrance fees etc. Such information had to be sought elsewhere.

REFERENCES AND NOTES:

- 1) Goode, W.J. & Hatt, F.K. Methods in social research. p.173.
 - 2) Ibid., p.175.
 - 3) Ibid., p.159.
 - 4) Hartman, E.L. Isaacson, H.L. & Jurgall, C.M. Public re-action to public opinion surveying. Publ. Op. Quart., 1968, 2, pp.295-298.
 - 5) A list of all the provincial museums was obtained from the Department of Nature Conservation in Cape Town. Other museums were selected from : Fransen, H. Guide to the Museums of Southern Africa.
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CHAPTER 3 - RESULTS AND DISCUSSION OF THE SURVEY

Altogether 6664 completed questionnaires were returned by the end of February 1976 - this represented a return rate of 68.7%.

The numbers returned by the individual museums varied considerably - from 21 returned by the S.A. Missionary Museum in King William's Town to 552 returned by Groot Constantia. (A breakup of the returns is included in an appendix).

Considering the numbers of visitors to the individual museums in relation to the number of completed questionnaires returned the smaller museums fared better than the larger museums. E.G. the Burgersdorp Cultural History Museum had 263 visitors during December and January and 186 completed questionnaires were returned after this period. The South African Museum had 104,389 visitors during December and January and only 117 questionnaires were completed during December, January and February!

This huge discrepancy is possibly due to the fact that someone supervised the completion of the questionnaires at the Burgersdorp Museum while the doorkeeper with whom the questionnaires were left at the S.A. Museum was less co-operative and the questionnaires were not handed to visitors but were left at the desk where the entrance fees had to be paid. This suggests that a little friendliness on the part of the museum attendant could make a big difference to the response of the public.

The total response rate of 68.7% is, however, satisfactory considering the limited time for which the questionnaires were left at the museums. Some curators reported that visitors did not want to complete the questionnaires as they were tired of them - they had been asked to complete a questionnaire at every museum they visited! The limitation of the area covered by the survey was obviously also a factor which influenced the response rate.

There is no reason to believe that the questionnaire was too difficult. For no question the non-response rate exceeded the 5% limit suggested by Goode and Hatt (1952) and only 12 questionnaires were discarded.

Visitors were asked to choose only one answer to each question and to mark it by circling the appropriate number. Quite a few chose more than one answer in some cases (frequently commenting that they could not do otherwise) and this was then taken as a non-response by the punch machine operators for the purpose of analysis by computer. It was hoped that the choice of more than one answer would be avoided by adding "choose only ONE answer!" to some questions but it may have been more effective to have let the visitors know that more than one response would be counted as a non-response for the purpose of analysis.

Very few visitors actually circled the appropriate number, they used just about any other way of indicating their answer - crossing, ticking, underlining, arrows and other signs. Fortunately this did not matter too much and the punch machine operators could still work directly from the questionnaires.

Distribution at the various museums varied considerably as expected. At 16 of the museums the completion of the questionnaires was supervised e.g. the visitors were told about the survey and asked to complete the questionnaires, some were reminded that they should choose only one answer - this was usually the case at the smaller museums. At 5 museums there was some supervision and at the other 15 there was none.

This variation influenced the number of questionnaires which were completed but apparently made no difference to the actual response of the visitors. Close supervision could have been an inhibiting factor and it could have been expected that e.g. when visitors were closely supervised they would not feel so free to scribble comments on the questionnaires. This was not the case as it was found that the number of comments by visitors to a particular museum is in relation to the number of questionnaires completed at that museum. E.G. the most comments came from visitors to Groot

Constantia while this museum also returned the largest number of completed questionnaires.

All comments are included in an appendix and will be discussed in detail at a later stage. The most relevant comments will be included in the discussions of the different questions and in a separate section the comments and the personal information of the visitors who commented will be discussed in some detail.

The results of each individual museum will not be included in an appendix but the results of the total 36 museums is included as well as the results for the up-country museums and the city museums.

Additional information was obtained by selecting the personal variables of the visitors and computing the results for each of these variables. This meant that by taking e.g. the race variables - African, Coloured Indian and White and computing the results for each of these one could determine whether the different racial groups responded differently. Similarly the results of the age, residence and education variables were computed. If mentioned in the discussions these results will be included in an appendix.

In the following sections the results of the individual questions will be discussed together with some of the most relevant comments.

QUESTION 1

You came to this museum today MAINLY: (results given as percentages for all questions)

	total	24 up-country	12 in city
1 - because you just happened to be passing.	19.7	22.6	15.2
2 - because it is fun.	17.9	19.6	15.4
3 - because you are interested in particular exhibits	52.1	48.8	57.2
4 - to bring the children	9.5	8.5	11.0

99.2% of the visitors answered this question on the reason for their visit to the museum and of those a very significant majority indicated that they went to the museum because they were interested.

(1) There is, however, an indication that the visitors were not interested in particular exhibits but rather more generally interested. Quite a few visitors deleted "particular exhibits" and even substituted "particular" with "all" !

The second largest group of visitors (19.7%) went to the museum because they just happened to be passing - more so at the up-country museums (22.6%) than at the city museums (15.2%).

Considering the holiday season this difference could suggest that the visitors on the way to e.g. a holiday at the coast stopped at some of the towns and visited the museums - just because they happened to be passing through.

Further analysis showed that age and residence are also factors in determining the reasons for visiting a museum.

	18 & under	19 - 35	36 - 55	Over 55
1 - happened to be passing	15.9	22.4	18.2	19.2
2 - fun	26.6.	18.8	13.6	14.4.
3 - interest	53.0	50.4	50.4	60.3
4 - children	3.7	7.8	17.0	4.3

Inspecting the contributing values of the overall chi-squared it is observed that for every possible response there is a single chi - value which is larger than the others. E.g. of the visitors who indicated that they went to the museum because they were interested the largest single value was due to the category "over 55" and it can then be said that this category shows most deviation from expectation.

Similarly, of the visitors who went to the museum for fun the largest single value was due to the category "18 and under", the largest

group to visit the museum because they were passing were those aged "19 to 35" and the "36 to 55" went mainly to take the children.

These results clearly show that the visitors who fall into the different age groups to a large extent visit the museums for different reasons - the most obvious reasons; the young for fun, the 19 to 35's casually passing by, the 36 to 55's to bring the children who are probably then at the age when such a visit would be fun and the more serious minded over 55's because they are interested.

The residence variable was not very important in determining the reason for visiting museums. The largest values of the overall chi-squared were those of the "overseas" category. This category deviated from expectation in three instances: visiting the museum for fun, because they were passing and to bring the children.

The comments were more informative, particularly the comments of those who did not answer the question but explained the reason for their visit. A few came to bring visitors, one wanted to see it as part of the country while another was visiting all the museums that day.

Of the 52 visitors who did not answer the question (or who chose more than one answer) 18 offered explanations. This suggests that the visitors do really know why they visit museums and they are quite prepared to say just why even if the reasons are so diverse as "to buy the packages of special cards" or "looking for a toilet" or "because it was raining and we happen to live nearby".....

The findings for this question are basically the same as the findings for similar questions in other surveys. Kerr and Hopley (1974) found that 59.6% visited the museum to look around generally and 12.5% to show the children. (2) Cruickshank (1972) found that 50% of the visitors came chiefly to look around and he concluded that although they came to look around, they were not there merely by chance! (3) Basically this indicates that the visitors were generally interested in seeing what the museum had to offer. The number who came simply to pass the time was comparatively small - 4% in Cruickshank's study and 3% in the Kerr and Hopley study.

QUESTION 2

You FIRST got to know about this museum:

	total	24 up-country	12 in cities
1 - through the radio, newspaper or other information media	23.5	24.2	22.4
2 - You have always known about it	31.9	28.6	37.0
3 - from friends	32.5	37.0	25.4
4 - at school	8.8	6.0	13.1

The spoken word is still the best advertisement for museums despite the radio, television and the increasing popularity of e.g. Publicity Associations and Tourist Information Centres. Significantly more visitors (32.5%) got to know about the museum they were visiting from "friends" than from any other source. The term "friends" was apparently interpreted rather loosely by the visitors; some were more specific in their comments and they indicated that they heard about the museum e.g. from "family", 'a student son at Rhodes" and an overseas visitor heard about the museum from "local folk met today, but friends!". Such responses emphasize the importance of personalized means of communication in recruiting museum visitors.

The second largest number of museum visitors (31.9%) indicated that they have always known about the museum. This seemed a fair alternative to include as many people would probably quite honestly not have been able to recall exactly how the museum first came to his or her notice.

Only 23.5% of the visitors indicated that they first got to know about the museum through the radio, newspaper or other information media. Considering that this one response represented various media the 23.5% is a relatively small proportion. Of the people who chose this response 34 in some way qualified their answer - they underlined or deleted parts and added comments.

"Other information media" was frequently underlined and frequently also described further as being a "tourist office", "tourist bureau" or "information bureau - tourism". Such comments were made by various visitors to particularly the following museums: Duggan Cronin Bantu Gallery, Kaffrarian Museum, C.P. Nel Museum, Worcester Museum and the Martello Tower Museum.

Such tourist information bureaus are obviously very useful in spreading knowledge about museums and it is to be hoped that they will be kept fully informed at all times about the activities of interest and the development at the museums.

"Other information media" was also shown to be the road signs indicating where the museums are. Again these comments were made by visitors to particular museums - Our Heritage Museum, Caledon, Calvinia and Worcester Museums and the Kaffrarian Museum, but 20 other museums also reported that there were road signs indicating where the museum was.

Of those who did not answer the question many again explained their reasons in comment form and it was clear that coincidence is an important factor in getting to know about museums - unfortunately a factor for which no allowance was made. Many visitors indicated that they simply "saw" the museum when walking or driving past. One visitor to the Drostdy Museum was more specific - he had been attracted by the displays outside and then saw that there was a museum. This suggests that museums can make sure of being noticed by the casual passerby, perhaps something more than the usual clean facade and brass sign next to the door!

There were also a few serious museum visitors who indicated that they always look for a museum when passing through a town or that they always visit museums when in a new town. However, allowance for this factor was made in a separate question which will be discussed later.

Considering the large numbers of school children who are taken on

visits to museums throughout the country surprisingly few indicated that they first hear about the museum at school - only 8.8% of the total sample. When inspecting the values of the overall chi-squared it is observed that the largest single value for the response "at school" is that of the category "18 and under". This indication that the younger visitors are the ones who first got to know about the museums at school suggests that the emphasis which has been placed on school visits to museums during the past few years will pay off on the long run. Of the contributing values of the overall chi-squared the largest single values for this response are those for the African and Coloured groups. Such a significant deviation from expectation shows that school visits to museums are very valuable in creating an awareness of museums amongst especially African and Coloured youths.

	local	S.A.	overseas
1 - information media	13.2	25.2	36.2
2 - known	51.8	28.3	10.2
3 - from friends	24.5	33.2	44.7
4 - at school	10.0	9.6	1.3

A further analysis of the residence variable brought up some interesting points. In the total sample more people heard about the museum from friends than through any other means and this also applies for overseas visitors. The category "overseas" has the largest single value of all the contributing values of the overall chi-squared for the response "from friends".

One would have expected that it would have been more likely that overseas visitors would get to know about museums through tourist information bureaus. Contrary to expectations word of mouth remains the museums best advertisement even when it comes to overseas visitors! Of course the "other information media" must not be neglected - 36.2% of the overseas visitors got to know about the museums through such media.

Of the whole sample 31.9% of the visitors had always known about the museum - a fairly high percentage. This is explained when the contributing values of the overall chi-squared are examined. The largest single value is that due to the "local" category and this shows that the visitors know about and have probably grown up knowing about their local museums but possibly have to learn about the museums in other areas.

All these findings are again much the same as those of other researchers. Kerr and Hobley (1974) found that 34.6% of the visitors heard about the museum from friends, 4.4% through seeing a poster, 1.7% from a school outing and 8.9% through the T.V., radio, newspaper advert or journal article. (4)

Cruickshank (1972) reported that 29% heard about the museum from friends, 23% at school, and 14% through a poster or newspaper advertisement. (5) Erwin (1970) reported that 46% of the non-visitors had heard about the museum from a friend, 37% by television and 20% through the press. (6)

All these researchers used different response categories but basically the results are the same - "heard from friends" is the most common response with "other information media" a close second. In the present study the various information media could not be offered as separate response categories. In a later study the successes of the different information media could be examined as this is a rather involved matter. At present it must suffice to point out that museums should constantly be devising new ways of "selling their goods." Peers (1968) suggested that "No opportunities should be lost, no agencies neglected, no local departments or organizations forgotten in our efforts to attract more visitors to our museums. The more visitors you have this year, the more you will have next, because they will tell their friends and neighbours how much they enjoyed their visit. This sort of propoganda is not expensive, but it is, nevertheless extremely effective." (7)

QUESTION 3

When you visit a town do you usually visit the museum if you have time?

	Total
1 - Usually not	21.9
2 - Always try to	77.0

A significant proportion of the visitors always try to go to the museum when they visit a new town. There is of course no way of knowing whether they actually do so but this is not really a problem. Goode and Hatt (1952) also suggested that "The problem is not the distinction between professed attitudes and actual behaviour. This is a false issue ... Verbal behaviour is one kind of actual behaviour and expresses certain dimensions of social reality which are as real as any other kind. The fact that a group expresses an ideal is of great importance for behaviour even when there is much nonconformity with the ideal." (8)

This question also elicited few comments and had a low non-response rate (1.1%) and this further suggests that the visitors really know what they usually do or would like to do.

If the 77% represents ideal behaviour and not actual behaviour one can wonder if the reason for such a discrepancy lies only with the visitor or perhaps also with the museums. It does not seem unlikely that museums to a certain extent prevent visitors from conforming with their visiting ideals - one need only look at the opening hours of the museums.

Of the 36 museums which took part in the survey not two have the same opening hours. The up-country museums generally open early (many at 8.00 or 8.30 am.) and the city museums later, usually at 10 am. Most museums close at "lunch time" and this "lunch time" varies considerably from place to place; it could be from 12.30 to 2.00 pm., from 12.15 to 2.15 pm., from 12.00 to 3.00 pm., or simply between 1.00 and 2.00 pm.

Opening hours over the weekends also vary considerably, frequently museums are open on a Saturday morning and sometimes also for a short time (2 hours) on a Sunday afternoon. Many museums are closed on Sundays and some also on other days of the week.

The opening hours of the museums in the cities seem to be, if not ideal, at least more suitable than the hours of most up-country museums. There is much less day to day variation in the opening hours of the city museums e.g. the South African National Gallery is open from 10.00 am to 5.00 pm every day; the S.A. Museum is open from 10.00 am to 5.30 pm from Mondays to Saturdays and from 2.00 to 5.00 pm on Sundays and the P.E. Museum is open every day from 9.00 to 1.00 pm and from 2.00 to 5.00 pm.

The up-country museums on the other hand try to keep to the up-country business hours which are usually from 8.00 to 12.30 or 1.00 pm and from 2.00 to 4.30 or 5.00 pm. for the weekdays. Over the weekends they close like all the other businesses and it seems as though some museums do the public a "favour" by opening for a few hours on a Saturday morning and particularly on a Sunday afternoon.

One would like to criticize the museums severely for this rather haphazard selection of opening hours which are more than enough to frustrate any would-be museum visitor. Yet, when it is considered that at many museums there are only 2 or 3 staff members with the curator having to act as a guide lecturer it is not surprising that the museums simply have to close at certain times during the week to allow some time for administrative work. It just seems strange that all the museums up-country cannot have the same opening hours - there seems to be no good reason why one museum should close at 12.00 for lunch, one at 12.45pm and the next at 1.00pm.

Some arrangement should also be made for the weekends - the museums should simply not close for the better part of the weekend. This makes it impossible for those who work all week long and also on a Saturday morning to ever visit a museum. It is also extremely inconvenient for families who want to go out over the weekend or

for tourists with tight schedules.

Inspecting the values of the overall chi-squared it is observed that the largest single value for the response "Always try to" is that of the category "Coloured". This deviation from expectancy is interesting for many of the up-country museums get few or none Coloured visitors. Clearly the 81.5% of the Coloureds who say that they usually try to visit a museum when they visit a town is a reflection of the ideal of the group.

The museums can work towards realizing this ideal. Perhaps some of the up-country museums could start by actively making it known that Non-Europeans are also allowed to visit the museums. An employee at the Stellenbosch Museum pointed out that the Non-Europeans frequently did not know that they were allowed to visit the museums - when they looked in at the door they were surprised to be invited to come in and go through the museum! This is probably also the case at many other museums, particularly at the small up-country museums.

Analysis of the other personal variables revealed no significant information and the few comments were hardly informative - mainly those who did not answer the question commented and most of them pointed out that they "sometimes" or "on occasions" visited the museums when they visit towns.

QUESTION 4

You visit a museum:

	Total	24 Up-country	12 City
1 - at least once a month	9.5	9.3	9.7
2 - at least once every 6 months	29.0	27.2	31.8
3 - about once a year	57.5	59.7	54.1

Most visitors indicated that they visit a museum about once a year with those who visit a museum about twice a year in second place. The

non-response rate for this question was fairly high (4%) and there were many comments; this is an indication that it was not such an "easy" question to answer.

From these results and also from the comments it is clear that there are few regular museum visitors, most are rather casual visiting museums "when possible", "very seldom", "when travelling" or when they come to a museum which they have not visited before. There were also comments such as "never" and "very seldom" or "When on holiday we visit many in a short time" - an indication that the holiday season during which the questionnaires were completed must to a certain extent have had an influence on responses such as these.

Inspecting the values of the overall chi-squared it is observed that the largest single value for the response "at least once a month" is that of the category "18 and under"; and for the response "about once a year" the category "36 to 55". The deviation from expectancy for the 18 and under group could be due to school visits to museums but why the "36 to 55" group should be the ones to visit museums least frequently is not clear.

Similarly when analyzing the race variable the largest single chi value for the response "at least once a month" is that of the category "African" so of the few Africans who completed the questionnaires a fairly large proportion are regular visitors. This also held for the Coloured visitors - of the 205 Coloured visitors 20.5% visit a museum at least once a month. It was good to find that of the few who visit museums so many are regular visitors.

Doughty (1968a) included a similar question in his survey of the visitors to the Ulster Museum and found that 20% visited the museum at least once a month (He called them habitual visitors), 21% once in 6 months (called regular visitors), 21% once a year (annual visitors) and the other 22% about once every 2 to 5 years. He further suggests that such a visiting pattern could give an indication of the rate at which exhibits should change, he thinks that a

more rapid change in exhibits could encourage shorter intervals between visits. (9). That temporary exhibitions serve to attract many more visitors to museums is an established fact but the relationship between the rate of changing exhibits and frequency of visits has not yet been studied.

QUESTION 5

Do you mind paying a small entrance fee when visiting a museum?

	Total	24 Up-country	12 City
1 - Yes	17.3	18.7	15.1
2 - No	81.9	80.6	84.0

This question was included at the request of the curatrix of the Worcester Museum who pointed out that "All museums have financial troubles and this is a vital item to us". Clearly the visitors are prepared to make their contribution as a significant majority are quite prepared to pay a small entrance fee - provided that it is small. The non-response rate was only .8% which showed that the visitors are quite sure of their own feelings. There were few comments and nearly all were intended to emphasize the fact that the entrance fee had to be small. The term "small" was apparently not clear enough as many visitors commented "How small???" - perhaps an example would have helped. Others did not mind the entrance fee at all saying that it was worthwhile or even "necessary for maintenance".

Considering such findings it is interesting that of the 36 museums taking part in the survey more than half have no entrance charges whatsoever and some only minimal charges on certain days to keep out e.g. children that walk past the museum on their way to the station. Davies (1974) suggested that there is only one valid argument of a general nature for or against admission charges - it "could be successful in keeping visitors out - an effect that museums according to various circumstances might, or might not, wish!" (10)

On the other hand Lickorish (1970) wrote that: "Price should be studied as part of the product. Most visitors prefer to pay for good things, rather than have poor things free. This is an age of great recreational spending." (11) Theatre and opera goers are prepared to pay for their tickets and thus contribute to such services so when it comes to asking a small entrance fee at museums as a contribution to the museum services it would not be a case of asking too much. The users of museums should be prepared to contribute - even if it is just a little.

Admittedly some people may be deterred from visiting museums if there were to be admission fees. In an attempt to determine which groups were not prepared to pay admission charges (and would possibly be deterred from visiting museums by such charges) the age, race and residence variables were analyzed.

Inspecting the contributing values of the overall chi-squared for the different variables it is observed that the largest values for the response "Yes(I mind paying a small entrance fee)" are those of the categories "18 and under" and "Coloured". These groups show the largest deviation from expectancy and it can be expected that they would be the main groups who would be deterred by entrance fees.

	under 18	19 to 35	36 to 55	over 55
1 - yes (mind)	22.5	15.5	15.7	19.2
2 - no (do not mind)	77.0	84.1	83.5	78.2

The "18 and under" group need not present a problem - if they are on an organized school outing they need not pay and if they are on their own the minimal charge (less than that for adults) need not deter them - surely they could afford 5 or 10 cents ! Students, some of whom may fall into the age group, are allowed free access to most museums and art galleries if they can show their registration cards. At some museums children under 8 in the care of their parents are also allowed in free of charge.

	African	Coloured	Indian	White
1 - Yes (mind to pay)	31.9	46.8	37.2	15.7
2 - No (do not mind)	67.0	51.7	61.7	83.6

The non-whites are the ones who really object to paying an entrance fee with the Coloured group showing the largest deviation from expectancy. Yet, one wonders if they will not continue visiting museums even if entrance fees should be introduced at all the other museums.

At the S.A. Museum there is an admission charge of 20 cents for adults over 16 (Unless they are students in possession of registration cards) and Wednesdays and Saturdays are "free days". During 1975 the museum had 230,654 White visitors and 194,919 Non-White visitors, during January 1976 there were 20,448 White visitors and 20,723 Non-Whites. Such attendance figures hardly suggest that the visitors are deterred by entrance fees and for those who do not wish to pay or who really cannot pay there should (and usually is) a choice of "free days" of which one should be either a Saturday or Sunday.

Considering the contributing values of the overall chi-squared (of the residence variable) the smallest single value for the response "Yes (I mind paying)" is that of the overseas group. They show the least deviation from expectancy and thus the least objection to paying entrance fees when visiting museums - tourists probably go about expecting to pay for all they want to see ! At least it is known that they will not be put off by entrance fees.

Since the 27th October 1970 when the Chancellor of the Exchequer announced the introduction of admission charges at all national museums and galleries in England there has been much speculation about the influence of such admission charges. With this in mind Mason (1974) included a question on this matter in his survey of visitors to the Manchester Museum. Giving 5p to 10p as an example of an admission charge he asked visitors whether or not such a charge would influence their museum visiting pattern - 66% indicated that it would not. He added that the total response may not be a good indicator of actual behaviour. (12)

At the Norwich Castle Museum there were different admission charges in summer and in winter and McWilliams and Hopwood (1973) included this issue in their survey. Generally they found that a significant majority approved of admission charges with "skilled manual workers most in favour and students and the senior managerial, administrative and professional class least in favour." (13)

It must be accepted that entrance fees will deter some visitors but Eccles (1974) said that "Whatever this loss may be if it is set against the vast number for whose arrival we shall have to spend huge sums of money or they will never come at all, then the balance of advantage is clear beyond doubt." (14)

This suggests that entrance charges could be introduced at all the Cape Museums. In the Cape there is no provincial regulation in connection with such charges, such a decision depends entirely on the individual museums (curators and boards of trustees). If it is decided that entrance charges should be introduced it should be standardized so that the entrance charges at all the museums will be the same - and not such a haphazard selection as the opening hours.

QUESTION 6

What about having a tearoom where you can relax at the museum?

	total	24 Up-country	12 City
1 - A good idea	77.8	75.0	82.1
2 - A bad idea	20.5	23.4	15.9

This was an interesting and rather controversial question judging from the comments, visitors were either for a tearoom or very much against it.

A very significant majority thought that a tearoom at the museum would be a good idea, more so amongst the younger visitors than amongst the older ones.

	18 and under	19 to 35	36 to 55	over 55
1 - A good idea	82.7	79.1	75.0	73.7
2 - A bad idea	16.7	19.4	22.9	23.6

Of the contributing values of the overall chi-squared (for the response "a good idea") the largest single value is that of the category "18 and under" and the smallest single value that of the category "over 55", these categories thus show the most and least deviation from expectancy. It seems as though the popularity of a tearoom decreases with age! The "over 55" group also had the highest non-response rate (2.7%) which suggests that the idea of a tearoom at the museum is strange to them and they possibly do not feel that they know what would be best.

	local	S.A.	Overseas
1 - A good idea	81.5	76.0	80.3
2 - A bad idea	16.8	22.4	17.4

It is interesting that more visitors who were visiting their local museums when they completed the questionnaire thought that a tearoom at the museum would be a good idea. It could be that the visitors who visit their local museums more regularly expect more from their museums than those who merely visit when travelling through.

The overseas group who possibly have more experience of e.g. tearooms and restaurants at museums were also largely in favour of this idea. The highest non-response rate was also that of the overseas group (2.2%) - some may have felt that they did not know enough about S.A. circumstances to be able to make a fair judgement.

This high non-response rate could also be linked to the question of apartheid. In the comments visitors pointed out e.g. that a tearoom would be a good idea if it was for all races or that it would be a bad idea because of segregation. Many visitors, particularly overseas visitors, would have realized that a museum tearoom would surely

create even more problems!

Regardless of this problem it is unlikely that any Cape museums will embark on such a venture - the most common objection being staff shortages and meagre financial resources. At some of the smaller museums the visitors are offered tea if they arrive at teatime but when visiting other museums they must be satisfied to make use of tearooms or restaurants within walking distance from the museum - 24 museums reported that there were such facilities within walking distance.

Brink (1970) suggests that "A museum should provide at least a tea-room or cafeteria facilities, and, if circumstances allow preferably even a sophisticated restaurant. The idea is to encourage visitors to spend the day at the museum with their families and friends." (15) If the financial position of museums should improve such facilities should be considered - the results of this survey indicate that this would be welcomed by most visitors.

Many visitors in their comments expressed opinions. Some thought that the tearoom should not be "in" or "attached" to the museum, it would best be left "separate". This preference was also shown in the surveys done elsewhere. Cruickshank (1972) found that 33% of the visitors to the Jewry Wall Museum, Leicester were in favour of a coffee bar in the museum, while 45% favoured one adjacent to the building - thus 78% were in favour of a coffee bar and 22% against one. (16)

A tearoom at the museum would, according to the visitors, also have to be "in good taste" and "have to fit into the surroundings" so that they could go there "for a lunch break and stay the day" and "with friends you can then discuss the exhibits" ! Generally the comments showed that the visitors were in favour of a tearoom but that it would have to be well done and fit into the surroundings.

Of the visitors who were not in favour of a tearoom few gave good

reasons. One pointed out that it would be better around the corner, another that it would make the museum common and a third could simply write "horrors" ! Those who did not answer the question were "indifferent", or judging from all the question marks which this question elicited, some could not understand why such a question was even included!

In this survey it was decided to ask only if the visitors would like a tearoom and not to give any other alternatives. This was best for analysis by computer and it also seemed most unlikely that any of the museums would in the near future e.g. plan to start a restaurant. Mason (1974) also found that 72% of the visitors were in favour of a tearoom (17) while Doughty (1968b) found that 52% of the visitors would like a cafeteria. (18) Kerr and Hopley employed two questions to clarify the matter. In the first question they asked whether the visitors thought that refreshments should be made available - 65.4% said "yes". The next question was "What sort of refreshment facilities would you prefer?" and it was found that 52.3% preferred a light refreshment kiosk, 15.3% a full restaurant and 23.7% nothing at all. The idea of light refreshment is clearly the most popular and more museums would probably be able to manage this than a restaurant, perhaps restaurants should only be considered once the visitors have accepted light refreshment facilities. (19)

Such facilities will have to be considered by the museums because more and more visitors are going to expect from museums what they get from e.g. theatres. Strong (1970) wrote "We want to ... go into the museum, meet friends in a pleasant atmosphere, have a drink and see an exhibition, have lunch in a good restaurant or cafeteria. Enjoying our national heritage should not be a foot-slogging day of dedication ..." (20)

QUESTION 7

When visiting a new museum you would most enjoy seeing:

Total

1	- a complete collection of items e.g. a collection of S.A. stamps or precious stones	7.2%
2	- a reconstruction of a scene from nature or a room of a particular period (e.g. a typical Cape Dutch Kitchen)	29.2%
3	- particular objects e.g. examples of Greek pottery or sculpture, displayed on their own	7.9%
4	- a little of everything	55.1%

A significant majority of the visitors would most enjoy seeing "a little of everything" which is just what most museums have to offer. The second largest group consists of those who prefer dioramas and period rooms which are also offered by most museums. Very few visitors actually want to see only complete collections of items or only particular examples and it is clear that the best solution would simply be "a little of everything".

This suggests that most museums are on the right track - the cultural history museums offering period rooms and e.g. a collection of Cape silver and the natural history museums offering dioramas and e.g. specific examples of various animals.

This question was hardly applicable to art museums (as many visitors pointed out) but the response gave an idea of what would be most enjoyed at other museums. The non-response rate was low (.7%) and there were few comments. Visitors pointed out that exhibits should portray the life style of a specific period or should show articles which were used in the particular area in which the museum is situated many years ago. One visitor also asked for a comparison of similar objects - something which is seldom done at e.g. cultural history museums.

Although the majority like to see a little of everything there are slight variations within the different groups.

	18 & under	19 to 35	36 to 55	over 55
1 - collection	8.9	7.0	6.3	7.4
2 - reconstruction	21.6	30.2	33.3	26.0
3 - particulars	8.2	9.2	7.0	4.7
4 - everything	60.4	53.1	52.6	60.7

Of the contributing values of the overall chi-squared (for the response "a collection of items" and "a reconstruction") the largest single values are those due to the category "18 and under". It can thus be said that this category shows most deviation from expectation for these two responses. There is no obvious reason why the "18 and under" group should, compared to the other age groups, prefer a complete collection of items and not prefer a reconstruction. Such a response can only serve to illustrate that the different groups have slightly different preferences.

Similarly the race variable accounted for slightly different preferences. For the response "a complete collection of items" the African groups showed the most deviation from expectancy - compared to the other racial groups more Africans preferred a complete collection of items while less would like to see a reconstruction.

In comparison to the other groups the overseas visitors showed a slight preference for "reconstructions" which is understandable as they probably enjoy seeing animals and other objects in their context. The visitors to their local museums deviated from expectancy by not showing a preference for this method of display-it is possible that they know the context in which items and animals should be placed better than visitors from other parts of the country or from overseas.

All these differences were slight but if exhibitions are ever arranged for particular groups it would be worthwhile to consider the preferences of the particular groups.

QUESTION 8

Would you like a living museum with e.g. models which you can work yourself and exhibits which you can handle?

	Total	24 Up-country	12 City
1 - Yes	56.1	53.6	60.0
2 - No	42.3	45.1	38.0

One of the more modern trends in museums could be termed "involvement" - a movement away from exhibits behind glass and "Please do not touch" signs and towards active participation on the part of the visitor.

Cameron (1972) in his article "The Museum: a Temple or a Forum" speculates on whether or not a museum can house e.g. exhibits demonstrating scientific experiments or art "happenings". He points out that some "museums" have progressed so far on the road of involvement (e.g. The Ontario Science Centre) that they could hardly be called museums any longer! (21)

However, it is unlikely that many museums will carry involvement so far and there must be a medium which will not damage the conventional image of museums and yet allow the visitor to participate more actively when visiting the museum. At e.g. a cultural history or an open-air museum the use of some of the objects on display could be demonstrated. Candle making or baking could be demonstrated in an open-air museum. Such activities will give the visitors a better insight into the use of certain items and much more could be learnt in this way than simply by looking at e.g. candle moulds or an outside oven!

Considering the rather conservative South African visiting public it was decided to include a question in this respect to see what the reaction would be. To many of the visitors this must have been a totally new idea and although there was a significant majority in favour of a living museum, many were also against it. More visitors

to city museums were in favour of a living museum than visitors to up-country museums.

Considering the non-response rate (1.6%) and the nature of the comments one is led to believe that many of those who did not answer or who were against a living museum chose these responses because they did not know or understand exactly what was meant by a "living museum".

There were comments such as "People will damage them", "It will cause trouble and chaos", "They will steal", "Exhibits will be spoilt" etc. One visitor admitted that it would be "nice to see how things work but mishandling can cause damage" and another did not like the idea as a visit would then be time consuming!

Generally it seemed as though they were against a living museum because it seemed as though this would endanger precious museum exhibits. There is no reason to believe that some arrangement which would ensure the safety of exhibits would not be acceptable to most. Those who commented in favour of a living museum also pointed out that it was a good idea provided that "precautions are taken against vandals and children" !

Age seems to be a significant variable in this question. Looking at the breakdown for this variable it is clear that it cannot be expected that the older visitors, who grew up regarding a museum as having a "temple" image, should approve of such changes as creating a living museum would involve. Such changes could be aimed at the younger visitors, giving them a chance to learn that it is not somehow "improper" to touch certain museum exhibits - they could learn that museums are "fun".

	18 & under	19 to 35	36 to 55	over 55
1 - Yes	68.8	63.1	48.5	34.9
2 - No	30.8	35.8	49.4	61.5

The "over 55" group is just about as much against a living museum as the "18 and under" group is for one! The popularity of a living museum clearly decreases as the age of the visitor increases.

	College	University	Matric	Other
1 - Yes	54.7	60.7	50.4	65.0
2 - No	43.6	37.7	48.1	33.9

Observing the contributing values of the overall chi-squared, it is observed that the largest single value is that due to the category "matric", this group shows the most deviation from expectancy in not liking the idea of a living museum. The largest group (65%) to think that a living museum is a good idea is the group with the education "other, including still at school" which again suggests that the younger visitors like the idea most as most of those aged 18 and under were still at school. The second largest group in favour of a living museum is the university educated group (60.7%), this is understandable as university students are not used to learning by just looking and listening and they would realize the value of being personally involved with what is being learnt.

Cruickshank (1972) found that 36% of the visitors to the Jewry Wall Museum, Leicester would like to see more open displays, 49% more exhibits you can touch and 57% more models you can work. He reports that a 12 year old gave as her reason for requesting such models "to see how it felt to work in those days". If such models could be arranged at museums a trip to the museum could become an "adventure of discovery" for a child! (22)

In the Kerr and Hobley (1974) survey 69.6% of the visitors to the Queen Victoria Museum indicated that they wanted more live exhibits - that would be in addition to the three fish tanks, one lizard cage and one cage for snakes. (23) Considering how many people would like to see live exhibits at natural history museums such museums could at least make an effort to show a few such exhibits!

Considering the results of these two surveys and the present one it is clear that the visitors would welcome some active involvement when visiting museums. Few museums have taken any notice of such a need and most are still full of "Do not touch" and "Do not sit on the chairs" signs, perhaps they could start making use of a few "Please touch" signs - surely each museum has a few objects which would not disintergrate when handled!

QUESTION 9

You think that this museum:

	Total	24 Up-country	12 City
1 - has character	92.0	95.5	86.5
2 - is too cold and artificial	6.5	3.5	11.1

It is not very meaningful to look at the combined results of all the museums when considering the question of character. Generally it can be said that most visitors rated the Cape museums as having character, more so for the up-country (Province aided museums) than for the city museums.

On examining the ratings of the individual museums it becomes clear that the up-country museums actually had the highest ratings: S.A. Missionary Museum 100%, Our Heritage Museum, Adelaide 99.2% Bredasdorp and Graaf Reinet Museums 98.8%, Queenstown 98.7%, Barkley East Museum 98.5% and Oudtshoorn (C.P. Nel Museum) 98.2%. The museums with the lowest ratings were the S.A. Museum 81.2%, S.A. Cultural History Museum 75.2%, S.A. National Gallery 69.5% and the William Humphreys Art Gallery, Kimberley 60.4%.

The low ratings of the S.A. National Gallery and the William Humphreys Art Gallery is understandable - as a visitor pointed out "considering the subject it is difficult to have character but the setting is adequate".

Most of the cultural history museums in the smaller towns have a definite advantage over the S.A.C.H. Museum; many have lovely gardens which also supply the flowers for the museum, doors can frequently be left open and generally the attendants are friendly and if they are not too busy they spend some time with the visitors, frequently acting as guides. Many of the museums, as a visitor pointed out, look "lived in". Frequently the rooms are filled with flowers, onions and mealies are to be found in the Cape Dutch Kitchens, dung and straw in the stables (e.g. at the Schroeder Huis, Stellenbosch) and the Stellenbosch museum even has a few bantams in the garden which sometimes venture into the museum when it is time for them to be fed!

The comments were both critical and complimentary. The complimentary ones were very general e.g. "Very neat and homely", "outstanding" "wonderful", "beautiful", and there were also many exclamation marks, + signs and one museum was given 10/10 !

The criticisms were more specific, the Kaffrarian museum was said to be too crowded and this museum could be more lively, the attendants at Groot Constantia could be more friendly and this museum could be improved by figures in costumes, the S.A. Cultural History Museum has some character but this is not "brought out".

	African	Coloured	Indian	White
1 - has character	78.7	77.1	68.1	93.1
2 - is too cold	21.3	17.6	28.7	5.5

Inspecting the contributing values of the overall chi-squared, it is observed that the largest single value is that due to the category "Indian", this category thus shows most deviation from expectancy. The responses of the White group show the least deviation from expectancy. From these results it is clear that the different racial groups have different opinions on the character of museums. It is interesting that the Indian group in particular to such an extent should feel the museums do not have character.

The non-response rates of the Coloured and Indian groups was also fairly high (5.4% and 3.2% respectively) which, together with the deviation from expectation, indicates that they possibly have different ideas of what constitutes the "character" of a museum than the Whites. If a museum should be planned mainly for one particular racial group it will have to be kept in mind that they do not necessarily like what the Whites like and their special needs will have to be considered.

	College	University	Matric	Other
1 - has character	93.2	85.8	93.8	92.2
2 - is too cold	4.8	9.5	5.0	6.2

Of the contributing values of the overall chi-squared the largest single value is that due to the category "University" and those visitors who received a university education thus show most deviation from expectancy. It suggests that the university educated visitors expect more from museums and are not prepared to rate them as highly as the other visitors.

The same holds for overseas visitors but they may have had other reasons for more frequently rating museums as being "too cold and artificial". The non-response rate of the overseas visitors was also slightly higher than that of the visitors indicating that they lived elsewhere in Southern Africa (2.5% as against 1.4%). This may suggest a certain degree of uncertainty - the overseas visitors could be unwilling to comment on a matter of which they do not know very much - they would probably be much more willing and able to rate their local museums on this point than the museums in another country.

QUESTION 10

Would guide booklets or tape recorded commentaries, giving more information about exhibits, be useful when visiting museums?

Total

1 - Usually yes	88.0
2 - No	11.0

A very significant majority of the visitors were in favour of guide booklets or tape recorded commentaries but on examining their comments it became clear that many were in fact in favour of guide booklets but very much against the use of tape recorded commentaries. Twelve visitors underlined "guide booklets" while 11 in some way indicated that they did not want tape recorded commentaries. There were comments such as "Never tape recordings, the Congo Caves ones are horrible" and "Guide booklets but definitely no tape recordings".

Considering these results the availability of guide booklets at the museums which took part in the survey, was examined. At 13 of the museums no guide booklets or brochures of any kind were available. At 3 museums there were free brochures and at 19 either guide booklets or brochures or both were on sale. These booklets ranged in price from as little as 5 cents to R6 for a hard cover book with beautiful illustrations which is sold at the William Fehr Collection in the Castle. Most guide booklets are reasonably priced - from 20 cents to 50 cents with more expensive catalogues at the King George VI Art Gallery and the S.A. National Gallery.

At 4 of the museums taking part in the survey the guide booklets were not on sale at the time when the questionnaires were handed to the visitors, one had been out of print for 8 months and another for 18 months. It is a great pity that these guide booklets should have been out of print for so long and subsequently not on sale during the summer vacation period. The visitors obviously noticed this shortcoming, particularly those at Groot Constantia where the articles on display are all numbered with no labeled information.

For the question on guide booklets Groot Constantia elicited the most comments, all pointing out that a guide booklet was badly needed

e.g. "Why no brochures??? More information is necessary",
 "Always yes. The lack of information here is a tragedy - in fact it
 is ridiculous! ", "Jammer geen gids of gidshandleiding beskikbaar nie"
 and "Dit is 'n leemte". Needless to say such a situation should
 never have arisen, particularly not at a popular museum such as
 Groot Constantia where the exhibits are not labeled.

Even though a fairly large number of the museums taking part in the
 survey indicated that they offer pamphlets or guide booklets most of
 the pamphlets are very brief and very general e.g. providing a
 short summary of the history of the museum or of the town itself. There
 are only few who offer comprehensive and up to date guidebooks
 which seem to be what the visitors want. They want booklets with
 e.g. further references so that they can look up something at home -
 not just pamphlets!

A few visitors pointed out that they would like guide booklets if there
 was no guide available - one visitor to the C.P. Nel Museum, Oudt-
 shoorn pointed out that they needed no guide booklet as the attendant
 was most helpful! Some also preferred guides as they were more pers-
 onal and of those who gave negative answers or failed to answer some
 pointed out that guide booklets were not necessary at the particular
 museums they were visiting at the time as the guides were most help-
 ful e.g. at the Irma Stern Museum.

	18 & under	19 to 35	36. to 55	Over 55
1 - Yes (for guides)	90.2	90.7	86.5.	80.3
2 - No	9.3	8.9	12.6	16.6

Of the contributing values of the overall chi-squared the largest single
 value is that due to the category "over 55", it can thus be said that this
 category shows most deviation from expectancy. It is evident that the
 younger visitors have a greater need for additional information - they
 are not simply satisfied with the labels. If the breakup of the education

variable is considered one finds that the university educated group shows most demand for additional information (89.4%) with the college educated group second (89%) and those with another education, including still at school third with 88.3%. Those who have matric show the least enthusiasm for additional information 86.8% - although this is still a substantial proportion!

It is clear that those who would like more information are the younger and the better educated visitors. That e.g. students tend to be more critical is not an uncommon phenomena. Doughty (1968b) found that students were the most critical group in relation to satisfaction with label information. (24) McWilliams and Hopwood (1973) in a question on label information found that skilled manual workers and students were the groups that felt the lack of information most and the retired people felt such a lack least. (25) This compares well with the low percentage of those aged over 55 who wanted guide booklets or tape recorded commentaries in the present survey.

Although the questions in the other surveys were concerned with label information it is clear that the visitors want more information than is given on the labels and the easiest way to supplement this would be the use of guide booklets - which, according to the results of the present survey, most visitors will welcome.

Considering these facts it is not easy to explain why overseas visitors showed less enthusiasm for guide booklets than the local visitors (82.6% compared to the 88.6% of the South African visitors). One would have expected that they would be more upset by the lack of additional information at museums than the South African visitors. Could it be that the overseas visitors are really just "tourists" visiting places of interest and being satisfied with a superficial glimpse of South Africa's heritage?

	African	Coloured	Indian	White
1 - Yes (for guide booklets)	87.2	76.1	77.7	88.6
2 - No	10.6	22.9	21.3	10.5

It is even more difficult to explain why the Coloureds and Indians should not think that additional information would be useful. Of the contributing values of the overall chi-squared the largest single value is that due to the Coloured group and the second largest that due to the Indian group and these groups show the largest deviation from expectancy.

This deviation could be linked to the education variable - 29.4% of the White visitors had a university education, while 19.1% of the Indians and 11.7% of the Coloureds had a university education. However, these differences are slight and probably would not have caused such a deviation. It could be that these groups do not wish to spend money on e.g. guide booklets or it could just as well be that they do not feel the need for additional information - they could be satisfied with just the labelled information but this would not explain why the Africans, in contrast to the Indians and Coloureds, should like to have guide booklets or tape recorded commentaries.

Generally it can be said that most visitors would appreciate guide booklets and some also tape recorded commentaries. With such a demand all museums should consider providing some such means of additional information. McWilliams and Hopwood (1974) found that 47% of the visitors to the Norwich Castle Museum would like to be able to buy guides, 55% would like to buy books and 35% catalogues. (25)

Cruickshank (1972) obtained more detailed information. In his one question "To augment the written information would you like to see the introduction of any of the following ..." - he found that 36% of the visitors would like an expert on hand to answer questions, 42% would like informative push button tape recordings, 38% a small follow up reference library, 35% films and 31% lectures and slide shows. Obviously the visitors wanted some means of obtaining additional information! These visitors were also quite willing to buy museum guides - 18% preferred a booklet costing a few shillings, 30% a leaflet costing a few pence, 37% both and 13% neither.

Altogether 87% indicated that they would buy a booklet and this compares well with the 88% in the present survey who indicated that they would like some additional information. (26)

If the financial position of the Cape museums should improve some attention and money should go towards the printing of up to date and reasonably priced guide booklets, there is a good indication they they will not be wasted.

QUESTION 11

What do you think is the most important function of museums?

	Total	24 Up-country	12 City
1 - The preservation of valuable items.	55.7	60.4	48.4
2 - Serving the public e.g. education.	41.6	37.3	48.3

It is generally accepted that the functions of a museum are collection, preservation, research and education. Traditionally most museums have fulfilled all these functions - collection and preservation stimulated research and these functions were combined in service of the public e.g. through education.

However, in more recent times, "serving the public" (as applied to museums) has acquired a new meaning. If museums, in the modern sense of the word, serve the public, some of the emphasis on preservation, collection and research falls away. This is the case at e.g. The Anacostia Community Museum where museum techniques are put to use by museum professionals but where no thought is given to collection and preservation.

It is of course debatable whether such institutions could really be called "museums" and whether it would not be more correct to call them "community centres" instead. Many have suggested that there should be a definite separation between the traditional museum and the

modern community centre but this is hardly necessary as these two concepts are, and should be, compatible. A museum can be the centre of collection, preservation and research while still meeting its social obligations.

As Strong (1970) pointed out "The idea of them (museums) as a social venue is still in its infancy" (27) - particularly in South Africa where to many museums concentrate on collection, preservation and research and then passively sit back and let the public educate and amuse themselves by visiting the museums! Many curators do not even think of serving the public through such basic means as slide shows, lectures and travelling exhibitions. It was with situation in mind that the question on the most important function of museums was included.

Considering that South African museums in general have a rather "traditional" image it was expected that most visitors would choose preservation as being the most important function of museums. The results confirm this expectation - a significant majority chose preservation as the most important function. Although the difference is statistically significant it is not large - 55.7% as against 41.6% and the difference is larger for the up-country museums than for the city museums.

It is interesting that the situation of the museum should have an influence on what is regarded as its most important function. To many of the city museums the idea of serving the public is not new and the visitors to these museums must have realized the value of this as only 48.4% indicated that the most important function of museums is preservation while 48.3% chose serving the public - there is no longer a significant difference as in the case of the up-country museums.

Many visitors apparently had some difficulty in choosing only one answer. Of those who chose only one function quite a few commented

that the other function was also very important and of those visitors who did not answer the question most commented that both functions are equally important and that they had to be combined. Quite a few visitors, keeping to the traditional idea of museums, commented that the one function was necessary in order to fulfill the other.

	College	University	Matric	Other
1 - Preservation	53.1	47.9	61.2	60.0
2 - Serving the public	43.6	48.5	36.8	38.5

Inspecting the values of the overall chi-squared, the largest single value is found to be that one due to the category "University" and this group shows most deviation from expectancy. Clearly the university educated visitors have their own ideas about the most important function of museums - they seem to be the ones who realize that museums could really play a significant role in a community.

	18 & under	19 to 35	36 to 55	Over 55
1 - Preservation	60.2	49.6	58.0	64.2
2 - Serving the public	38.2	47.9	39.1	31.7

Of the different age groups those aged 19 to 35 and 36 to 55 were the largest groups to indicate that the most important function of museums was to serve the public. Of the 19 to 35 age group 39.7% had an university education while 29.3% of the 36 to 55 age group also had a university education. This supports the previous finding that the university educated visitors were the ones to think that serving the public was the most important function of museums. The education variable was clearly more important in influencing the choice of the most important function of museums.

The university educated group also had the highest non-response rate (3.5%) and this suggests that although there was a slight majority who thought that serving the public was the most important function of museums there were also quite a few who were not so certain and

and who preferred not to answer. This indicates that the choice was rather a difficult one and considering that the choice was nearly 50/50 (47.9% as against 48.5%) it seems as though these results show that both functions are equally important.

Such a conclusion makes it more difficult to explain why the Non-White visitors showed such a large deviation from expectation by indicating that serving the public was the most important function of museums.

	African	Coloured	Indian	White
1 - Preservation	34.0	45.9	28.7	56.8
2 - Serving the public	63.8	51.7	70.2	40.5

Inspecting the values of the overall chi-squared the Indian group showed most deviation from expectation and the White group least. There is no obvious reason for this large difference and it can only be said that the Non-Whites seem to expect something different from museums than the Whites. It is possible that for them e.g. the educational aspect is more important than preservation as such but this matter should be examined in more detail.

QUESTION 12

Your age is:

	Total	24 Up-country	12 City
1 - 18 and under	16.4	17.5	14.7
2 - 19 to 35	40.8	37.9	45.2
3 - 36 to 55	29.9	30.7	28.7
4 - over 55	12.7	13.7	11.2

Of those taking part in the survey 99.8% indicated within which age

group they fell. A significant majority was aged "19 to 35" and the second largest group "36 to 55". More than half the visitors were under 35 and allowing for those who were too young to complete the questionnaire an even larger proportion of the museum visitors falls into this group.

It was good to find that so many young people visit museums but the proportion of over 55 visitors is very small (12.7%). Hopefully the older citizens have not been forgotten in the attempt to make the young more museum conscious!

Doughty (1968a) compared the Ulster Museum figures with the population figures and found that there was an over representation in the lower age ranges (under 19) and an under representation in the over 35 age range. He found that 75% of the visitors were under 30 years of age which is still more than the 57.2% aged under 35 in the present survey. (28)

Similarly Cruickshank (1972) found that 40% of the visitors were in the 18 to 25 group while the second largest group, 24% were 10 to 17 years old. This again shows a predominantly young visiting public. (29)

Kerr and Hobley (1974) also reported that of the visitors to the Queen Victoria Museum 49.3% were under 25 although the largest single group was aged 26 to 39. (30) Evidently the age distribution of the museum visitors in the Cape is very similar to that of visitors to other museums in other countries. It can safely be said that the younger people are the museum visitors of today.

In the discussions of the previous questions it was pointed out whenever age seemed to be a relevant variable influencing some of the responses. This was frequently the case and when examining the breakdown of the other personal variables it is clear that specific age groups dominate in each of the other racial, residential and educational groupings.

	African	Coloured	Indian	White
1 - 18 and under	19.1	26.8	8.5	16.2
2 - 19 to 35	48.9	49.3	62.8	39.9
3 - 26 to 55	20.2	17.6	20.2	30.7
4 - over 55	11.7	4.4	8.5	13.1

Of the contributing values of the overall chi-squared for the responses "18 and under", "36 to 55" and "over 55" the largest values are those due to the Coloured group. This group shows most deviation from expectation by being over represented in the "18 and under" group and under represented in the "36 to 55" and "over 55" groups. In the "19 to 35" group the Indians show most deviation from expectation by being over represented - 62.8% as against the 49.3% of the Coloured group.

It has been shown that 57.2% of the museum visitors are under 35 years of age and it was concluded that it is the younger people who visit museums. This is even more obvious when it is considered that 71.3% of the Indians, 76.1% of the Coloureds and 68% of the Africans were under 35.

	Local	Southern Africa	Overseas
1 - 18 and under	25.4	15.0	5.3
2 - 19 to 35	38.3	41.3	43.7
3 - 36 to 55	22.6	33.1	25.8
4 - over 55	13.5	10.5	24.9

Of the contributing values of the overall chi-squared for the response "18 and under" the largest single value is that due to the category "Local" and it is clear that the young people who are still at school mainly visit their local museums. Considering that the survey was carried out during the summer vacation when many families were travelling and away on holiday it can be assumed that this figure would be even higher during the school term.

The largest group of South African residents who were not visiting their local museum when they completed the questionnaire were those aged 19 to 35 and the majority of the overseas visitors (43.7%) also fell within this age group. This suggests that travel is more within the means of this age group.

For the response "over 55" to overseas group shows most deviation from expectation - 24.9% of the overseas visitors fall in this group compared to the 10.5% of those who lived elsewhere in Southern Africa and the 13.5% who were local visitors.

	College	University	Matric	Other
1 - 18 and under	2.5	1.8	14.2	69.8
2 - 19 to 35	51.7	56.4	34.4	14.2
3 - 36 to 55	33.9	30.5	35.1	9.7
4 - over 55	11.7	11.2	16.0	6.3

Clearly different age groups dominate with the different educational groups : the under 18 visitors dominating the "other, including still at school group", the 19 to 35 group dominating in the university educated group and the 36 to 55 group in the matric group. There is an indication that the 19 to 35 group are the ones with the highest education - university and college educations while the over 55 group mainly indicated that matric was their highest level of education.

Doughty (1968a) also found that there were, as in the current survey, very few older visitors and he suggested that either the museum publicity does not reach this group or that the museum has little appeal. (31) Whether this is the case in the Cape is not known, more research is needed to clarify the matter.

QUESTION 13

You are:

	Total	24 Up-country	12 City
1 - African	1.4	1.6	1.1
2 - Coloured	3.1	2.5	4.0
3 - Indian	1.4	.7	2.5
4 - White	93.4	94.6	91.4

Although it was realized that the question on race was essential for a thorough analysis and interpretation of the results there was much opposition to its inclusion. Some suggested that visitors would be offended and others thought that visitors would be reluctant to answer the question.

It was, however, impossible to ask the doorkeepers or other museum attendants to indicate the race of the respondent as the completion of the questionnaires was not supervised at all museums. The only alternative was to include the question together with the other questions on personal details. All South Africans are quite used to indicate their race when completing forms and it was hoped that the question on race would be accepted as a routine question by all.

In all 99.3% of the visitors completed the question and the .7% non-response rate is small compared to the non-response rates of other questions. Of the 49 visitors who did not answer the question 25 lived in Southern Africa, 20 lived overseas and 4 did not indicate where they lived so it cannot be said that either the South Africans or the overseas visitors really objected to the question.

This question elicited more comments than any of the other questions on personal details. Only one known Non-White commented by indicating that he was Chinese and not Coloured but many of the visitors who indicated that they were White added comments - mainly giving their nationality e.g. Welsh, English, South African and French. One pointed out that he was a human being and two added question marks!

Of those who did not indicate to which race they belonged many also gave their nationality instead while some said they were humans. Only one openly questioned: "What difference does it make?"

Yet, if it is considered that the overwhelming majority of the respondents were Whites it cannot safely be said that such a question will be acceptable to the other racial groups as well. Too few Non-Whites completed the questionnaires to come to any meaningful conclusion on such a controversial matter.

It was disappointing that so few Non-Whites completed the questionnaires. They were welcome at most of the museums taking part in the survey and at only one museum the questionnaires were not handed to Non-White visitors. Although some of the smaller province aided museums reported that they received very few Non-White visitors one would have expected that at e.g. the S.A. Museum, where there were 79,933 Non-White visitors from beginning December to the end of March, more than 14.6% of the total number of responses would have come from Non-White visitors. At this museum the questionnaires were left for the visitors to take and complete and there was no supervision so there was really nothing to prevent them from completing the questionnaires.

At only one art gallery (William Humphreys Art Gallery) more Non-Whites than Whites completed the questionnaires - 53% as against 36.9%. There was no selective distribution and the curatrix suggested that "The Non-Whites who are seldom consulted on matters of this nature were ... more co-operative". This was possibly the case at the William Humphreys Art Gallery but it does not explain why the Non-White visitors to the other museums did not complete the questionnaires!

The question on race was of course not included in any of the overseas studies but in the Kerr and Hopley (1974) study the interviewer made a discreet note of the race of each respondent in the Salisbury sample. The Europeans were also in the majority (59.4%) but the

African group was large (34.9%) and the group of Asians and Coloureds small (5.7%). (32) In the present survey the numbers of Africans and Indians who completed the questionnaire were the same while there were slightly more responses from Coloureds, 3.1% as against 1.4%.

The relationship between the race and age of the respondents was discussed in the previous question on age and it was pointed out that the proportion of the Non-White visiting group under the age of 35 was larger than the proportion of Whites under this age. It was concluded that the Non-White visiting population consisted mainly of young people - even more so than for the White group.

	Local	Southern Africa	Overseas
1 - African	3.9	.7	.4
2 - Coloured	7.1	2.0	.7
3 - Indian	87.2	95.4	94.6

Inspecting the contributing values of the overall chi-squared, it is observed that the largest values are those due to the category "in this town or district" (these visitors are referred to as local visitors). This category shows most deviation from expectation by being over represented in the African and Coloured groups and under represented in the White group. The Africans and Coloureds clearly support their local museums while the White group travels more and visits museums in other areas. The majority of White visitors indicated that they live elsewhere in Southern Africa. There were few Non-White visitors who indicated that they lived overseas and most of the overseas visitors were White.

	College	University	Matric	Other
1 - African	1.6	.7	1.5	2.2
2 - Coloured	2.7	1.3	3.9	5.3
3 - Indian	1.2	.9	1.9	1.2
4 - White	94.4	95.5	92.4	90.6

Of the contributing values of the overall chi-squared for the responses African and Coloured the largest values were those due to the category "university". Very few of the Africans or Coloureds indicated that they had received a university education - most had a college education, matric or some other education. The high percentage that indicated that their latest level of education was "other, including still at school" compares well with the percentage who were aged 18 and under - evidently many of these visitors must have been school children.

Although a large proportion of the White visitors had either a college or university education the largest single group reported that matric was their latest level of education. As so few Non-Whites completed the questionnaire it cannot safely be said that the Whites were better educated than the Non-Whites.

QUESTION 14

You live:

	Total	24 Up-country	12 City
1 - in this town or district.	23.5	22.5	25.0
2 - elsewhere in Southern Africa.	65.5	69.9	58.8
3 - overseas	10.7	7.3	16.0

Considering that S.A. museums are hardly considered as being community centres it was expected that the proportion of visitors visiting their local museums would not be large. Although this was expected it was alarming to learn that less than a quarter of the visitors who completed the questionnaires were visiting their local museums at the time.

Such findings do not compare very well with the figures reported by other researchers. Kerr and Hobley (1974) reported that 55.4% of

the visitors to the Queen Victoria Museum were local residents. (33) In the Cruickshank (1972) (34) survey almost two-thirds of the visitors came from the city and county of Leicester and Doughty (1968a) also reported that 62% of the visitors were local people. (35)

The holiday season could be the reason for this discrepancy - many people must have gone away on holiday and this would have lowered the numbers visiting their local museums. If such holiday makers visited museums in other parts of the Cape this would in turn have raised the number of visitors who lived "elsewhere in Southern Africa".

This does not explain the large differences in the numbers of local visitors to the different museums. At some museums a fairly large proportion of the visitors were local people e.g. Barkley East Museum 61.5%, Queenstown and Frontier Museum 55%, King George VI Art Gallery 53.8% and the S.A. Missionary Museum 47.6%. At other museums there were very few local visitors e.g. Graaff Reinet Museum 3.5%, Drostdy Museum, Swellendam 4.4%, Oude Kerk Volksmuseum, Tulbagh 5.5% and the Duggan Cronin Bantu Gallery, Kimberly 5.6%. It is difficult to explain why some museums should attract so many local visitors and others so few.

The city museums attract slightly more local visitors than the up-country museums, and definitely more overseas visitors go to the city museums. The overseas visitors constitute only a small percentage of the total number of visitors (10.7%). This is a very small proportion if one considers that the questionnaires were left at the museums during the summer holiday season when tourism reaches its height. It could be that the little publicity of the museums in the Cape fails to reach the overseas visitors.

The relationship between age and residence and race and residence have been discussed previously. It was found that those aged 18 and under visit mainly their local museums and that most of those aged 19 to 35 lived "elsewhere in Southern Africa". The majority of the overseas visitors also fell within this age group and they were mainly Whites. The Non-Whites mainly visited their local museums while the

Whites more frequently indicated that they lived "elsewhere in Southern Africa".

	College	University	Matric	Other
1 - local	22.8	17.0	23.2	38.4
2 - elsewhere in S.A.	64.8	67.8	68.6	55.5
3 - overseas	12.3	15.1	7.9	5.7

Inspecting the contributing values of the overall chi-squared for the responses "in this town or district" and "elsewhere in Southern Africa" it is observed that the largest values are those for the category "other, including still at school". This category shows most deviation from expectation. It has been shown that the 18 and under group, who are mainly school going young people, visit mainly their local museums and this is again reflected in these findings with the local visitors indicating mainly that their latest level of education is "other, including still at school".

Of those who lived elsewhere in Southern Africa most attained their latest level of education with matric while most of the overseas visitors had university educations. Kerr and Hobley (1974) suggest that this is "a feature which is not surprising allowing that graduates are more likely to travel abroad by virtue of greater intellectual stimulus and financial standing". (36)

QUESTION 15

You attained your latest level of education:

	Total	24 Up-country	12 City
1 - at a technical or training college.	18.5	16.9	21.1
2 - at university	28.7	27.5	30.6
3 - matric or at secondary school	37.2	38.4	35.4
4 - other, including still at school	14.4	16.1	11.8

It was suggested that some visitors would be unwilling to complete this question but as the information was important it was decided to include it, with one of the responses (No.4) phrased in such a way that those who had not received much formal education could select this answer without actually saying that they had little formal education. By making use of the age variable one would then see how many were aged 18 and under and actually still at school, the rest would then be those who had probably not received much formal education.

Of all the questions on personal details this question had the highest non-response rate (1.1%) but compared to the non-response rates of some of the other questions this was not too high. There were no comments which indicated that the visitors were offended by the question.

In general the visitors were well educated, 47.2% had either a college or university education while 37.2% had matriculated. Of the 14.4% who chose "other, including still at school" a large percentage was aged 18 and under which suggests that many of this group were still at school.

The relationship between education and age has been discussed in detail previously but briefly those with a university education were mainly aged 19 to 35 and of those over 55 most had matriculated. The 19 to 35 group was the group with the highest education - most had been to college or university.

It has been shown that the proportion of university educated visitors was highest in the overseas group and a more detailed discussion of the relationship between education and residence has been included in the discussion of the question on residence.

Kerr and Hobley (1974) also found that most of the visitors were well educated, 72.8% had either a university or high school education and 8.3% some other form of higher education. (37) This is also a clear indication that the visitors to that museum were also well

educated as the ones to the Cape museums.

There is an indication that few of the visitors who completed the questionnaires had received little formal education. Of those who chose the response "other, including still at school" 69.8% were aged 18 and under and probably they were still at school; 14.2% were aged 19 to 35, 9.7% were aged 36 to 55 and 6% over 55 so that leaves only 29.9% who did not have matric or a college or university education.

The exact nature of the education of this small group is not known but it is possible that some of them have a lower level of education than matric. It is clear that not many people with little formal education completed the questionnaires but it cannot be said with certainty that there were few such people visiting the museums as it is likely that those with little formal education would have shown more reluctance to complete the questionnaires than e.g. those with a university education.

COMMENTS

The unasked for comments proved to be a valuable and interesting source of information. It was impossible to provide a space on the questionnaire specifically for comments so the visitors were not asked to comment. Yet, 9% took the initiative and commented anyway!

A response rate of 9% may look very small but if it is considered that Doughty (1968b) (38) and Cruickshank (1972) (39) who asked visitors to comment had response rates of 28% and 38% respectively, an unasked for response rate of 9% is not that small.

Most of the comments were related to specific questions; emphasizing certain sections of the responses, clarifying and explaining given responses and providing explanations for non-responses. Such comments have been discussed together with the results of the different questions.

Some questions elicited more comments than others, the more controversial questions such as the ones on entrance fees, tearooms, "living museums" and the function of museums frequently elicited contradictory comments. On the question on guide booklets there was more agreement and the question on the character of the particular museum elicited many complementary comments as well as criticisms.

It has been shown in the previous discussions that certain groups of people tended to choose certain responses and it also seems as though those who commented belong mainly to certain groups. Most comments came from the group aged 19 to 35 (43%) with the 36 to 55 age group making 30.2% of the comments. The over 55 group made 20.1% and the 18 and under group only 6.3%. The age variable, which was shown to be a significant influence in the general response pattern, thus also plays a role in commenting.

Although most of the comments came from those aged 19 to 35 the over 55 group made the most comments proportionally; 14.2% of those aged over 55 commented compared to the 9.6% of the 19 to 35 group. Only 3.4% of the under 18 group commented and this was clearly the group which felt least inclined to comment.

By far the most comments came from the White visitors (96.6%) while those who indicated that they lived elsewhere in Southern Africa also made the most comments of all the residence groups - 60.1% compared to the 21.5% made by the overseas visitors. Again a larger proportion of the overseas visitors commented - 18.2% compared to the 8.2% of the total number of visitors living elsewhere in Southern Africa. It has been shown previously that relatively few visitors were visiting their local museums when completing the questionnaires and of those only 7% commented contributing 18.4% of the total number of comments.

As in many previous instances the university educated visitors again differed from the other respondents - the largest proportion of this

group commented (13.2%) and most of the comments also came from this group (42.8%). 11.1% of the college educated visitors made 23.4% of the comments and 6.2% of the matriculants 26.3% of the comments.

It can generally be said that the visitors who commented were mainly aged between 19 and 35, they were White and lived mainly elsewhere in Southern Africa and were well educated. They were the ones who felt strongly enough about certain matters to comment and voice their opinions.

Most of the museum visitors are not an uncritical group prepared to accept just anything that is put before them, many have their own ideas and own opinions which museums cannot afford to ignore. Each museum taking part in the survey received a copy of the comments made by visitors to the particular museum and hopefully the museums will take notice of the comments aimed directly at the museum, particularly comments such as "the lack of information at this museum (Groot Constantia) is a tragedy, in fact it is ridiculous!" and "poor description and illogical sequence of events" (S.A. Cultural History Museum).

Also interesting and informative are those comments which were not related to particular questions - most of them are simply ideas and wishes of the visitors e.g.: "N.B. volledige gebruiksaanwysings moet by artikels bygevoeg word, nie net skenkers se name nie"; "Please note that it would be good to visit museums on Sundays"; "Suggestion: When entering a museum have no idea which is start of display - large information board required giving layout of museum. Each different section should be clearly indicated with easy to read signs"; "Please have good post cards of many works" and "Why not use obsolete vessel as a museum?"

A touch of humour was added by two visitors to Groot Constantia. One suggested that it is "important to be able to tast the wines" while another questioned the use of "foam mattresses???" on the

beds.

The ideas of the more adventurous visitors should not simply be discarded, there is no indication that any visitors will be lost by catering for the needs of those visitors who clearly demand more than is offered by most of the museums.

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CHAPTER 4 - CONCLUSION

The survey succeeded in providing factual and objectively trustworthy information, of a very general nature, on the visiting public. In many instances the results supported generally accepted ideas in connection with museums and museum visitors but in other instances new and interesting facts were revealed.

From a glance at the personal information of the visitors it is evident that the museums fail to attract a cross section of the public. While museums should serve society as a whole, i.e. people of all races, ages and educational levels, it is found that some groups are grossly over-represented and other groups under-represented.

The majority of the museum visitors are young (57.2% are aged under 35) and although it is good to know that the young visit museums the relatively small number of older visitors must be viewed with concern -- particularly the very small number of over 55's. It seems as though the generation gap is also evident in museum visiting patterns!

The generation gap becomes even more evident when it is found e.g. that the under 18 group is as much for a living museum as the over 55 group is against one! It will thus not be an easy task for museums to keep their younger visitors and also to attract the older visitors but with the shorter working hours, more leisure time and earlier retirement it is important to make the older people in the community more museum conscious. They must be made aware that museums could provide interesting and varied entertainment while also enriching their lives.

The museum service could be extended to reach those in old aged homes. Illustrated lectures and demonstrations can be arranged and outings to the museum could supplement lectures. Travelling displays could also be sent to the homes.

Similarly more attention should be given to the Non-White section of the communities which the museums should serve. Only the museums in the cities attract fair numbers of Non-White visitors while most of the up-country museums report that they have few or none Non-White visitors although they may freely visit most museums. The

museums will be shirking their duties to their communities if this trend is allowed to persist; particularly in the field of education museums could render a great service to the Non-White sections of our society.

Most of the museum visitors were well educated, most had matriculated and a significant number had either a university or college education. Whether the museums do not attract those who have had little formal education or whether these were the visitors who failed to complete the questionnaires is not clear so it cannot safely be said that the museums do not attract those who have had little formal education.

These results clearly show who visits museums and the museums will have to make a special effort to attract those who do not visit as well. It is useful to know just who visits museums but it is also very important to know what the needs and ideas of the different groups are. With this in mind all the questions were analyzed in such a manner that the responses of the different age, racial, educational and residential groups could be examined separately. These results have been discussed in the previous sections and it must suffice to point out that the personal characteristics of the visitors are important variables influencing their responses to various questions. It must also be kept in mind that a distinction cannot always simply be made between White and Non-White as the Africans, Coloured and Indians frequently responded quite differently to the questions. The different Non-White groups do not share the same approach to the museums and what is offered there and their respective cultural backgrounds clearly influence their responses.

Similarly the needs of the different age groups must be examined independantly and the distinction between South African and overseas visitors must also be kept in mind.

Besides the fact that the museums do not attract a cross section of the public those who the museums do attract can hardly be called regular visitors. Most indicated that they visit a museum about once a year

and the second largest group twice a year while only 9.5% visit a museum monthly. Such figures are hardly to be proud of when it is considered that Werth (1976) pointed out that every American visits a museum at least three times a year while nearly half of all the museums in the world are situated in America. (1)

Most of the visitors did, however, indicate that they always try to visit the museum when they visit a town. This was seen as an expression of a group ideal and the random selection of opening hours of the museums was seen as a possible reason why this was only a group ideal and not actual behaviour. Perhaps a long term aim for all museums should be to work toward more flexibility in opening hours so that the museums can also take their place on the entertainment scene instead of closing their doors at 5pm. and remaining closed over weekends.

Such results suggest that the public is by no means museum conscious with the result that the museums have also made little or no progress toward community involvement and hardly succeed in serving the public. This lack of community involvement is clearly reflected in the responses to the question on residence; of all the visitors who completed the questionnaires only 23.5% were visiting their local museums at the time - at one museum as little as 3.5% of the visitors were local people! This suggests that although the Cape museums serve a public consisting mainly of people living elsewhere in Southern Africa and overseas they hardly attract visitors from the communities in which they are situated!

The extremely low percentage of local visitors as reflected in this survey could be due to the fact that the survey was carried out during the better part of the summer holiday season; the figure would probably have been slightly higher if the survey covered other times as well e.g. when there was no school or university vacations. Yet, most overseas researchers also found that in many cases the local visitors were the minority so this is clearly a problem which is experienced by many museums.

Such results suggest that museums are frequently seen as being mainly

tourist attractions - Bazin (1967) pointed out that museums are "besieged by crowds of vacationers and thus the paradox arises that the museums of a country are often visited more by foreigners than by its own citizens (who cultivate their artistic tastes in other countries during their annual vacations)" (2) In a way this holds true for South African visitors, instead of regularly visiting their local museums they flock to museums in other parts of the country while on holiday, although not on such a large scale as at overseas museums where the large number of visitors during the holidays create serious problems. Both the public and the museums are responsible for this situation where museums serve mainly as tourist attractions instead of being dynamic cultural centres to which tourists are also attracted.

The public is still largely apathetic. It is unlikely that they still see museums merely as repositories of curiosities but they do not see them as vital forces within a community either. They have reached an intermediate stage where the different function of museums (preservation, research and education) are acknowledged and accepted in a rather passive manner - the idea of "active participation" on the side of the public has simply not occurred to them. In a question on the most important function of museums a very slight majority indicated that it was the preservation of valuable items. Slightly less chose "serving the public" as the most important function, quite a few indicated that both functions were equally important. This shows that many of the visitors are well aware of public service as a function of museums but there is no indication that there is anything more than simply awareness. If this is the case with those who actually visit museums it can only be imagined that the non-visitors live in ignorance as far as the functions and potential of museums are concerned.

This state of affairs will persist if the museums do not make a special effort to interest the public. More than half of the visitors indicated that they visited the particular museum because they were interested. The museums will therefore have to work at keeping their visitors

interested (and making them more interested) as well as interesting those who do not visit museums.

To keep and make the public museum conscious more attention will have to be given to all publicity media. From the survey it was learnt that only 23.5% of the visitors first got to know about the museum through the radio, newspaper or other information media while the majority first heard about the museum from friends. Considering that all the publicity media were grouped together the 23.5% is very low - a clear reflection of the fact that museum publicity is neglected by most. Many of the visitors who had first heard of the museum through the radio, newspaper or other information media indicated that the "other information media" was in fact the local Tourist Information Centre and one sometimes gets the impression that such centres are more successful in advertising the museums than the museums themselves.

Immelman (1972) pointed out that "your public relations programme will still depend mainly on your pride and enthusiasm in your museum" (3) and this makes one wonder whether the lack of publicity or public relations at South African museums is not due only to shortage of funds and staff problems but also due to the fact that many museums have little more than their permanent exhibits and some very limited services to offer and advertise. Hopefully the public relations of museums will improve as soon as the museums make an effort to fulfill a more dynamic role in society.

This concept was discussed in detail in the introduction and it was pointed out that such a change could only take place once the museums have information on the public and on the needs of the public. This survey provided museums with factual information on their visiting public and also showed which groups are not really attracted to museums.

The actual needs of the public could, however, not be examined in much detail in this survey and only a few questions touched on this matter. The findings have been discussed in detail previously and the differences between the different age, racial, educational and

residential groups were incorporated in the discussions. Briefly it was found that most of the museums were rated as having character but there was an outcry for additional information in the form of guide booklets. The idea of a living museum was popular with particularly the younger visitors but most still liked a museum which showed a little of everything (i.e. collections of items, dioramas or period rooms and examples of particular objects). Most visitors thought that a tearoom at the museum would be a good idea provided that it was well done and fitted in with the surroundings.

Considering these general findings on the visitors and their needs it is clear that the museums still have far to go when it comes to attracting a cross section of the public and catering for their needs and by doing this becoming involved within their respective communities. Our museums are clearly not dynamic centres of entertainment and learning but rather status symbols proving that the communities take an interest in culture and e.g. natural history. They are luxuries instead of essential services and will remain so unless they make a move toward community involvement in an attempt to establish themselves as being essential services.

It has been pointed out previously that there are many ways in which the museums could work toward becoming involved with the public and it was also shown that the knowledge of such "avenues of involvement" was not lacking in South Africa. Now there is also some factual information on who the visitors are and what they want which was not known previously. It seems easy to say that the museums should wake up and "do something" - they could at least attempt to provide their visitors with complete and up to date guide booklets and arrange some exhibits and activities in which the visitors could take part.

This is no new suggestion - most museologists have a good knowledge of the huge discrepancy between what the museums should be doing and achieving and what they are doing and achieving. The usual excuses for this discrepancy are lack of funds, lack of space, staff

shortages and an apathetic public. Such problems certainly make any progress toward active community involvement very difficult but progress should never be impossible.

The lack of funds is the central problem for money can pay for additional space and for trained staff members but in this respect a vicious circle has developed: The museums lack funds and cannot adequately serve their communities and because the museums provide inadequate services they will continue to receive inadequate financial support. The museums will have to break out of this vicious circle by winning over the public and proving that it is well worthwhile to invest money in museums.

It is a pity that one has to suggest that strong public support is necessary before museums can hope for adequate financial aid. The availability of funds for such essential matters as research and the publication of research findings should not be dependent on the popularity of the museum and on the number of visitors. Such funds should be available readily but the authorities have not given attention to the pleas of museums, perhaps the pleas of the general public will be more effective.

The means of winning the public over will not be discussed here, it can only be stressed that each museum will have to evaluate its resources and decide on perhaps one or two ways in which the museum can make an additional effort to make itself better known to the community which it serves and to attract these people. No museum can honestly say that this is impossible and if each works towards changing the image of the museum the public will change its attitude towards museums. Once the public is firmly behind the museums some pressure could be exerted on the bodies governing museums - until then the museums will be entirely at the mercy of the state, provincial administrations or councils under which they fall.

If the public is made aware of the value of museums in a community they also have the right to know about the problems facing museums.

It is so easy to criticize museums - to point out what they should be doing or showing and to say that they must provide guide booklets but how many people know that many museums simply cannot afford to provide such basic requirements as additional information in the form of guide booklets? No many, most probably think that the museums are neglecting the public in this manner on purpose. Everyone has heard of inflation, most know that in all sectors expenditure is supposed to be cut so why should museums keep quiet about the effect of such measures on them?

More museums should follow the example of e.g. the Johannesburg Art Gallery and the Museum of Man and Science in Johannesburg and make the implications of reduced grants and soaring costs known. The Johannesburg City Council greatly reduced the grants to these museums and fortunately this was made known to the public and the Council came in for a fair amount of criticism from all sides.

Little or no attention is given to the pleas of the museums for more substantial financial assistance. The authorities must be tired of the complaints from the museums by now so perhaps there will be more response to the complaints from the public. Museums exist to serve society and if they are unable to do this adequately the public must be made to state their grievances publicly. However, this can only be hoped for once the public is firmly behind the museums and more sensitive to the needs of museums.

Werth (1976) pointed out that the American museums get their funds mainly from entrance fees, the sale of items at the museums and the contributions of individuals, organizations, foundations, and the government. (4)

Although many South African museums sell e.g. booklets, posters and post cards there is still scope for improvement. Voigt (1972a) suggests that the museum sales desk as a means of publicity is a practical first step towards better public relations. (5) In the present survey most visitors indicated that they would like guide booklets and some

commented that all museums should sell good colour post cards. An effort on the part of the museums in this direction will clearly not be wasted. The legal position of the museums with regard to selling items such as books at a reduced cost should be investigated in some detail. At present it is assumed by most that it is within the law to sell such items provided that the museums do not show a profit, which of course will not be allowed to happen!

Most visitors also indicated that they are prepared to make a contribution by paying an entrance fee. It is interesting that while American museums give entrance fees as a significant source of income many South African museums do not have entrance fees at all and some charge 5c on certain days to keep unwelcome visitors out!

The larger contributions must however be sought elsewhere. It has perhaps become necessary for museums to realize that they must accept the assistance of industries and other large business concerns. Their offers for financial assistance in return for discreet advertising should not be turned down but should rather be encouraged. If such offers are not forthcoming the museums should make the first move and e.g. invite a certain concern to set up or supply displays or to finance them - the private sector does not yet realize its responsibilities to the museums. (6)

When it comes to donations the American museums have an advantage as there is a tax rebate on donations to museums. It has been shown that such a system can only be to the advantage of a country and this has been under discussion for quite some time in South Africa. So far nothing has come of all the discussions but there is still hope as one of the recommendations of the Commission of Inquiry into the Co-ordination of Museums on a National Level (1975) is: "There should be rebates on income tax and estate duty for donors of cultural items and works of art to museums or galleries." (7)

This brings one to the importance of a government support to museums. In contrast to the American museums the South African museums are

mainly dependent on the government (national, provincial, or local) for financial support and this is likely to remain so. Subsidies are to a certain extent influenced by the economic and political situation at the time but on the other hand the museums are secure in the knowledge that they will continue to receive aid. The appointment of the Commission of Inquiry suggests a more positive approach on the part of the Government to the museums and it is up to the museums to prove that such attention is well worthwhile by making an effort to become more dynamic institutions.

The problems facing South African museums are by no means unique - most overseas museums have been faced with exactly the same problems and some have solved them while others are still struggling. The South African museums can look at the ways in which problems were solved at other museums, something could be learnt from their solutions provided that the differences in the social, political and economic situations are kept in mind. To a large extent they will, however, have to work out their own solutions, they will have to change, adapt to society's needs and fulfill their social role in the widest possible sense.

It is hoped that this study, in particular the survey, has contributed a little to a better understanding of the museum visitors and their needs and that such an understanding will aid the museums in fulfilling their social role. It is also hoped that this study will make museums aware of the value of research; they can only benefit from factual information. There are many areas which must still be explored in this manner e.g. the non-visitors and their motives could be studied as well as the reaction of the visitors to particular exhibits in the museum.

The survey has shown that the findings of overseas researchers cannot always safely be applied to South African museums and their visitors. Such findings can be used as guidelines but the South African museumologists must realize that they must start doing their own research on their own museums, visitors and non-visitors.

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APPENDIX I

Questions asked in the FIRST PILOT STUDY and the results of this study:

1. You first got to know about this museum -
 - 1 - through the radio, newspaper or other information media. (11 responses)
 - 2 - You have always known about it. (19 responses)
 - 3 - from friends. (5 responses)
 - 4 - at school. (6 responses)(4 failed to respond)
2. You came to the museum today -
 - 1 - because you just happened to be passing. (14 responses)
 - 2 - because it is fun. (2 responses)
 - 3 - because you are interested in particular exhibits. (26 responses)
 - 4 - to bring the children. (5 responses)
3. You have visited this museum -
 - 1 - several times. (14 responses)
 - 2 - This is the first time. (24 responses)
 - 3 - already once before. (3 responses)
4. Do you belong to a "Friends of the Museum" association?
 - 1 - yes (0 response)
 - 2 - no (35 responses)
 - 3 - Would like to join one now. (6 responses)(4 failed to respond)
5. When you visit a town do you usually visit the museum if you have time?
 - 1 - Usually not (5 responses)
 - 2 - Always try to. (32 responses)(3 failed to respond)
6. What about having a tearoom at the museum?
 - 1 - A good idea. (27 responses)
 - 2 - A bad idea. (12 responses)(1 failed to respond)

7. You found the displays of this museum -
- 1 - fascinating and stimulating. (30 responses)
 - 2 - just alright. (11 responses)
 - 3 - rather dull and boring. (0 response)
 - 4 - disorganized and confusing. (1 response)
8. Would you like a living museum with e.g. models which you can work and works which you can touch?
- 1 - yes (22 responses)
 - 2 - no (15 responses)
- (3 failed to respond)
9. Would you like to have more information in detail near each exhibit?
- 1 - yes (31 responses)
 - 2 - no (7 responses)
 - 3 - less please ! (1 response)
- (2 failed to respond)
10. Do you think that the main emphasis of museums in general should be -
- 1 - on preservation of valuable items. (26 responses)
 - 2 - on serving the public. (15 responses)
 - 3 - What else? (1 response)
- (2 failed to respond)
11. Your age is -
- 1 - under 25. (9 responses)
 - 2 - 26 to 50. (22 responses)
 - 3 - over 50. (8 responses)
- (1 failed to respond)
12. You are -
- 1 - African (0 response)
 - 2 - Coloured (6 responses)
 - 3 - Indian (1 response)
 - 4 - White (33 responses)
- (1 failed to respond)

13. You live -

- | | |
|-------------------------|----------------|
| 1 - in South Africa | (35 responses) |
| 2 - Elsewhere in Africa | (1 response) |
| 3 - overseas | (3 responses) |
| (1 failed to respond) | |

14. You attained your latest level of education -

- | | |
|---|----------------|
| 1 - at a technical or training college. | (7 responses) |
| 2 - at university. | (11 responses) |
| 3 - when you matriculated at school. | (15 responses) |
| 4 - other. | (7 responses) |
| (3 failed to respond) | |
-

APPENDIX II

Questions asked in the SECOND PILOT STUDY and the results of this study.

1. You came to this museum today MAINLY -
 - 1 - because you just happened to be passing (22 responses)
 - 2 - because it is fun. (7 responses)
 - 3 - because you are interested in particular exhibits (41 responses)
 - 4 - to bring the children (3 responses)

2. You FIRST got to know about this museum -
 - 1 - through the newspaper, radio or other information media. (19 responses)
 - 2 - you have always known about it. (26 responses)
 - 3 - from friends. (24 responses)
 - 4 - at school. (3 responses)

(1 failed to respond)

3. When you visit a town do you usually visit the museum if you have time?
 - 1 - Usually not. (12 responses)
 - 2 - Always try to. (59 responses)

4. You visit a museum -
 - 1 - at least once a month. (13 responses)
 - 2 - at least once every 6 months. (33 responses)
 - 3 - about once a year. (26 responses)

(1 failed to respond)

5. What about having a tearoom where you can relax at the museum?
 - 1 - A good idea (55 responses)
 - 2 - A bad idea. (18 responses)

6. When visiting a new museum you would MOST enjoy seeing -
- 1 - a complete collection of items e.g. a collection of S.A. stamps or precious stones. (6 responses)
 - 2 - a reconstruction of a scene from nature or a room of a particular period (e.g. a typical Cape Dutch living room) (20 responses)
 - 3 - particular objects e.g. examples of Greek pottery or sculpture, displayed on their own. (15 responses)
 - 4 - a little of everything. (33 responses)
7. Would you like a living museum with e.g. models which you can work and exhibits which you can handle?
- 1 - yes (39 responses)
 - 2 - no (32 responses)
- (3 failed to respond)
8. Would guide booklets, giving more detailed information about exhibits be useful when you visit museums?
- 1 - Usually yes (72 responses)
 - 2 - No. (1 response)
9. Which do you think is the MOST important function of museums?
- 1 - The preservation of valuable items. (38 responses)
 - 2 - Serving the public e.g. education (35 responses)
10. Your age is: -
- 1 - under 25 (29 responses)
 - 2 - 26 to 50 (23 responses)
 - 3 - over 55 (21 responses)
11. You are: -
- 1 - African (2 responses)
 - 2 - Coloured (2 responses)
 - 3 - Indian (0 responses)
 - 4 - White (67 responses)
- (2 failed to respond)

12. You live -

- 1 - in South Africa (56 responses)
- 2 - elsewhere in Africa (3 responses)
- 3 - overseas (12 responses)
- (2 failed to respond)

13. You attained your latest level of education -

- 1 - at a technical or training college (14 responses)
 - 2 - at university (28 responses)
 - 3 - matric or at secondary school. (22 responses)
 - 4 - other, including still at school. (7 responses)
 - (2 failed to respond)
-

APPENDIX III

Copies of the questionnaire used in the survey.

A SHORT SURVEY OF MUSEUM VISITORS

Please choose **ONLY ONE** answer

by circling the appropriate number to each question **5**

1 You came to this museum today MAINLY: (choose only ONE answer!)

1	- because you just happened to be passing.
2	- because it is fun.
3	- because you are interested in particular exhibits.
4	- to bring the children.

2 You FIRST got to know about this museum:

1	- through the radio, newspaper or other information media.
2	- You have always known about it.
3	- from friends.
4	- at school.

3 When you visit a town do you usually visit the museum if you have time?

1	- Usually not.
2	- Always try to.

4 You visit a museum:

1	- at least once a month.
2	- at least once every 6 months.
3	- about once a year.

5 Do you mind paying a small entrance fee when visiting a museum?

1	- Yes
2	- no

6 What about having a tearoom where you can relax at the museum?

1	- A Good idea.
2	- A bad idea.

7 When visiting a new museum you would MOST enjoy seeing: (choose only ONE answer!)

1	- a complete collection of items e.g. a collection of S.A. stamps or precious stones.
2	- a reconstruction of e.g. a scene from nature or a room of a particular period (e.g. a typical Cape Dutch kitchen).
3	- particular objects e.g. examples of Greek pottery or sculpture, displayed on their own.
4	- a little of everything.

8 Would you like a living museum with e.g. models which you can work yourself and exhibits which you can handle?

1	- Yes
2	- no

9 You think that this museum:

1	- has character.
2	- is too cold and artificial.

10 Would guide booklets or tape recorded commentaries, giving more information about exhibits, be useful when you visit museums?

1	- Usually yes
2	- No

11 Which, do you think, is the MOST important function of museums? (choose only ONE answer!)

1	- The preservation of valuable items.
2	- Serving the public e.g. education.

12 Your age is:

1	- 18 and under
2	- 19 to 35
3	- 36 to 55
4	- over 55

13 You are:

1	- African
2	- Coloured
3	- Indian
4	- White

14 You live:

1	- in this town or district.
2	- elsewhere in Southern Africa.
3	- overseas.

15 You attained your latest level of education:

1	- at a technical or training college.
2	- at university.
3	- matric or at secondary school.
4	- other, including still at school.

VIR AFRIKAANSE VERTALING →

For office use only:

THANK YOU FOR YOUR HELP

Please choose **ONLY ONE** answer

by circling the appropriate number to each question **5**

1 You came to this museum today MAINLY: (choose only ONE answer!)

- | | |
|---|--|
| 1 | - because you just happened to be passing. |
| 2 | - because it is fun. |
| 3 | - because you are interested in particular exhibits. |
| 4 | - to bring the children. |

2 You FIRST got to know about this museum:

- | | |
|---|--|
| 1 | - through the radio, newspaper or other information media. |
| 2 | - You have always known about it. |
| 3 | - from friends. |
| 4 | - at school. |

3 When you visit a town do you usually visit the museum if you have time?

- | | |
|---|------------------|
| 1 | - Usually not. |
| 2 | - Always try to. |

4 You visit a museum:

- | | |
|---|---------------------------------|
| 1 | - at least once a month. |
| 2 | - at least once every 6 months. |
| 3 | - about once a year. |

5 Do you mind paying a small entrance fee when visiting a museum?

- | | |
|---|-------|
| 1 | - yes |
| 2 | - no |

6 What about having a tearoom where you can relax at the museum?

- | | |
|---|----------------|
| 1 | - A good idea. |
| 2 | - A bad idea. |

7 When visiting a new museum you would MOST enjoy seeing: (choose only ONE answer!)

- | | |
|---|--|
| 1 | - a complete collection of items e.g. a collection of S.A. stamps or precious stones. |
| 2 | - a reconstruction of e.g. a scene from nature or a room of a particular period (e.g. a typical Cape Dutch kitchen). |
| 3 | - particular objects e.g. examples of Greek pottery or sculpture, displayed on their own. |
| 4 | - a little of everything. |

9 You think that this museum:

- | | |
|---|-------------------------------|
| 1 | - has character. |
| 2 | - is too cold and artificial. |

10 Would guide booklets or tape recorded commentaries, giving more information about exhibits, be useful when you visit museums?

- | | |
|---|---------------|
| 1 | - Usually yes |
| 2 | - No |

11 Which, do you think, is the MOST important function of museums? (choose only ONE answer!)

- | | |
|---|---------------------------------------|
| 1 | - The preservation of valuable items. |
| 2 | - Serving the public e.g. education. |

12 Your age is:

- | | |
|---|----------------|
| 1 | - 18 and under |
| 2 | - 19 to 35 |
| 3 | - 36 to 55 |
| 4 | - over 55 |

13 You are:

- | | |
|---|------------|
| 1 | - African |
| 2 | - Coloured |
| 3 | - Indian |
| 4 | - White |

14 You live:

- | | |
|---|---------------------------------|
| 1 | - in this town or district. |
| 2 | - elsewhere in Southern Africa. |
| 3 | - overseas. |

15 You attained your latest level of education:

- | | |
|---|---------------------------------------|
| 1 | - at a technical or training college. |
| 2 | - at university. |
| 3 | - matric or at secondary school. |
| 4 | - other, including still at school. |

For office use only:

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THANK YOU FOR YOUR HELP

VIR AFRIKAANSE VERTALING →

APPENDIX IV

A list of all the Museums which took part in the survey.

PROVINCIAL MUSEUMS

- Our Heritage Museum, Adelaide.
- Barkley East Museum.
- Shipwreck Museum, Bredasdorp.
- Burgersdorp Cultural History Museum.
- Caledon Museum.
- Calvinia Museum.
- East London Museum.
- Huguenot Memorial Museum, Franschoek.
- Graaff Reinet Museum.
- Albany Museum, Grahamstown.
- 1820 Settlers' Memorial Museum, Grahamstown.
- Mary Moffat Museum, Griquatown.
- Duggan Cronin Bantu Gallery, Kimberly.
- Kaffrarian Museum, King William's Town.
- S.A. Missionary Museum, King William's Town.
- C.P. Nel Museum.
- Oude Pastorie Museum, Paarl.
- Port Elizabeth Museum.
- Queenstown and Frontier Museum.
- Steilenbosch Museum.
- Somerset East Museum.
- Drostdy Museum, Swellendam.
- Oude Kerk Volksmuseum, Tulbagh.
- Victoria West Museum.
- Worcester Museum.
- Afrikaanse Taalmuseum, Paarl.
- Magersfontein Battle-field Museum, Kimberly.

STATE AIDED MUSEUMS:

South African Museum, Cape Town

S.A. Cultural History Museum, Cape Town

Groot Constantia

William Fehr Collection, Cape Town

S.A. National Gallery, Cape Town

William Humphreys Art Gallery, Kimberly.

OTHER:

Martello Tower Museum, Simonstown

King George VI Art Gallery, Port Elizabeth.

Irma Stern Museum, Cape Town.

APPENDIX V

The progress report which was sent to all the museums early in February 1976.

MUSEUM VISITOR SURVEY - A PROGRESS REPORT

Distribution:

The 10,000 questionnaires used in the survey were printed and sent to the museums concerned by the end of November 1975. The smaller museums received batches of 250 while the bigger museums received up to 500 questionnaires each.

Returns and public response:

Many museums have already returned their completed questionnaires; it seems likely that the response rate for the whole survey will be fairly high if some of the larger museums will just put a little more effort into getting their visitors to complete the questionnaires! It seems as though there is not always sufficient interest in public opinion.

From the first results it appears that the public had no real difficulty in completing the questionnaires - most found it simple enough and SHORT enough. Many wrote in comments which proved to be interesting as well as informative. e.g:

Most people are prepared to pay a small entrance fee - provided that it is "small". Most would like a tearoom at the museum - provided that it fits into the surroundings. Guidebooks giving more information on exhibits seemed popular but many deleted "tape recorded commentaries".

Comments applicable only to the particular museums where the questionnaires were completed are also interesting e.g. many visitors to the Calvinia Museum wrote that they first got to know about the museum when they saw the signpost at the side of the road!

All comments are recorded and will be a valuable supplement to the rather formal computerized data.

Completed questionnaires received up to date:

<u>DISTRIBUTION</u>	<u>MUSEUM</u>	<u>% RETURNED COMPLETED</u>
250	Our Heritage Museum, Adelaide	100
250	Barkley East Museum	88
250	Bredasdorp Museum	33
250	Burgersdorp Cultural History Museum	-
250	Caledon Museum	-
250	Calvinia Museum	80
270	East London Museum	100
260	Huguenot Memorial Museum, Franschoek	100
260	Graaf Reinet Museum	34
275	Albany Museum, Grahamstown	-
250	1820 Settlers' Memorial Museum, Grahamstown	-
150	Mary Moffat Museum, Griquatown	-
260	Alexander McGregor Memorial Museum, Kimberly	-
300	Kaffrarian Museum, King William's Town	-
250	S.A. Missionary Museum, King Williams Town	-
400	C.P. Nel Museum, Oudtshoorn	100
290	Oude Pastorie Museum, Paarl	100
130	Afrikaanse Taal Museum, Paarl	52
260	Port Elizabeth Museum	66
250	Queenstown and Frontier Museum	-
260	Stellenbosch Museum	-
250	Somerset East Museum	-
260	Drostdy Museum, Swellendam	-
250	Oude Kerk Volks Museum, Tulbagh	100
250	Victoria West Museum	-
250	Worcester Museum	36
530	S.A. Museum, C.T.	-
500	S.A. Cultural History Museum, C.T.	-
552	Groot Constantia, Cape Town	100

260	Martello Tower Museum, Simonstown	100
500	William Fehr Collection, Cape Town	100
500	S.A. National Gallery, Cape Town	72
260	William Humphreys Art Gallery, Kimberley	-
260	King George VI Art Gallery, Port Elizabeth	-

APPENDIX VI

The last questionnaire which was sent to all museums taking part in the survey.

- MUSEUM VISITORS SURVEY: THE LAST -
QUESTIONNAIRE

1. Number of visitors to the museum:

	1974	1975
European	_____	_____
Non-European	_____	_____

(If a distinction was not made between European and Non-European a total will do).

2. Number of visitors during the months when the questionnaires were distributed at the museum :

	Dec.	Jan.	Feb.	March
European	_____	_____	_____	_____
Non-European	_____	_____	_____	_____

3. Do school groups visit the museum -
from local schools?
from other parts of the country?

4. Is the museum visited by groups on sightseeing tours -
regularly?
seldom?

5. For the small museums : Are visitors usually shown through the museum
or are they mainly left to find their own way?

6. Are guide-booklets usually on sale at the museum?

7. Were these booklets on sale (e.g. not out of print) at the time when the
questionnaires were handed to the visitors?

8. If these booklets were out of print for how long have they been out of print?

9. How much does a guide-booklet cost? _____

10. Do the visitors have to pay an entrance fee? _____

11. How much?

Adults _____

Children _____

12. Are there "free" days? _____

13. What are the opening hours of the museum ?

14. Are there road signs indicating where the museum is? _____

15. Is there a tearoom / restaurant within walking distance from the museum ?

16. Did anyone supervise the completion of the questionnaires and e.g.

point out that only one answer to each question should be chosen

and that comments should not be scribbled all over the questionnaires?

APPENDIX VII

A breakup of the returns:

Our Heritage Museum, Adelaide.	250 returned completed
Barkley East Museum	130
Bredasdorp Museum	82
Burgersdorp Cultural History Museum	186
Caledon Museum	148
Calvinia Museum	196
East London Museum	250
Huguenot Memorial Museum, Franschoek	247
Graaf Reinet Museum	85
Albany Museum, Grahamstown	123
1820 Settlers' Memorial Museum, Grahamstown	49
Mary Moffat Museum, Griquatown	109
Duggan Cronin Bantu Gallery, Kimberley	54
Kaffrarian Museum, King Williams' Town	254
S.A. Missionary Museum, K.W.T.	21
C.P. Nel Museum, Oudtshoorn	385
Oude Pasotrie Museum, Paarl	287
Port Elizabeth Museum	166
Queenstown and Frontier Museum	149
Stellenbosch Museum	247
Somerset East Museum	99
Drosdty Museum, Swellendam	182
Oude Kerk Volksmuseum, Tulbagh	238
Victoria West Museum	90
Worcester Museum	247
S.A. Museum, Cape Town	117
S.A. Cultural History Museum, Cape Town	105
Groot Constantia	552
Martello Tower Museum, Simonstown	206
William Fehr Collection, Cape Town	467
S.A. National Gallery, Cape Town	361

William Humphreys Art Gallery, Kimberley	111
King George VI Art Gallery, P.E.	156
Afrikaanse Taalmuseum, Paarl	131
Magersfontien Battle-field Museum	112
Irma Stern Museum	72

APPENDIX VIII

COMMENTS MADE BY THE VISITORS:

In most cases the comments of the visitors were on specific questions or answers. The comments have been grouped according to the answer which the visitor chose to the particular question. When more than one visitor made the same comment and chose the same answer the number of visitors doing so will be given in brackets. Comments which were not aimed at specific questions or answers will be given separately at the end.

Whenever a visitor deleted or underlined part of the question or answer the section will be quoted and deleted or underlined as required. When necessary for the clarity of the comment the name of the museum which the visitor was visiting at the time will be given in brackets; any other relevant information will also be included in this manner.

Question 1 : You came to this museum today mainly:

Answer 1 - because you just happened to be passing.

COMMENTS - "... ~~passing~~ " visiting Grahamstown.
+ is an old boy educated in this school (C.P. Nel Museum)

Specifically brought by a friend.

On bus tour.

Sightseeing tour.

Answer 2 - because it is fun.

COMMENTS - N.A.V. artikel in die Huisgenoot. (Barkley East Museum)
As a place of interest.

Answer 3 - because you are interested in particular exhibits.

COMMENTS - Great Granny lived here. (Calvinia Museum)
" ... interested in ~~particular exhibits~~." (4 visitors)
ou meubels

Because we were told it was interesting.

Toys

" ... ~~particular exhibits~~." the house and grounds.

Buildings with a history.

Always interested in art galleries.

Answer 4 - to bring the children.

COMMENTS - Handicapped children from a school.
To show the children their heritage and learn.
"... children." Visitors.
en besoekers.

No response - (if no answer was chosen but the visitor commented instead)

COMMENTS - To buy the packages of special cards.
lets van al 4.
Spesifiek kom kyk na aanbeveling van inligtings buro.
Ons kom kyk elke jaar, my man was hier op skool.
Ek werk hier.
To bring my guests.
General interest (2nd visit)
Ek wou dit kom sien.
Because we are visiting all the museums today.
To bring visitors to C.T.
Tour
Special visit.
Because we wanted to see it as part of our country.
Looking for a toilet.
Because I love art.
I love art and want to learn about art.
Tourist.
Because it was raining and we happen to live nearby.

Question 2 : You first got to know about this museum :

Answer 1 - through the radio, newspaper or other information media.

COMMENTS - At the hotel.
Saw the notice.
Saw sign / Signboard / Sign post / from sign (6 visitors)
Kennisgewing op straat / Signpost at side of road (8 visitors)
"through the radio, newspaper or other information media."
A.A. Atlas / A.A. Maps (2 visitors)

Padkaart

"... other information media." (10 visitors)

"... ander inligtingsbronne." (4 visitors)

Just saw it.

Guide.

Tourist Information / Tourist Office / Information Bureau
(5 visitors)

Kimberley Information Centre

Information Office P.E.

Toevallig hier verby gery - toeris.

Koerant - dit was my ouerhuis.

From sign - assumed town would have one.

Toevallig gesien.

Taxi driver.

Tour

A.A.

T.V.

"through the radio, newspaper ..."

Answer 2 - You have always known about it.

COMMENTS - Told about it by my grandfather.

Saw it when I went past.

N/A

Answer 3 - From friends:

from family.

From my aunt the first curatrix.

Local folk met today, but friends!

Student son at Rhodes.

en familie.

S.A. Women's Navy officer who we happened to ask.

Answer 4 - at school.

COMMENTS - My children told me.

No response -

COMMENTS - My vrou het hom uitgesnuffel.

Saw it by chance / Toevallig gesien (4 visitors)

Always look for a museum when passing through a town.

Saw museum whilst driving past / Per toeval hier
verby gery. (5 visitors)

Besoek aan Burgersdorp.

Going for a walk and came across it.

Came across the museum purely by chance whilst
walking around.

In passing / Passing by / Passing through / Just passing.
(8 visitors)

I saw the building.

Saw it for the first time today.

Road panel.

Did not know about it.

Always visit museums when in a new town.

We passed it in the street.

Visiting the Caves (C.P. Nel Museum)

By seeing it.

Die buitekantse uitstalling het my gelok en toe si en
ek die museum hier.

Mother's family came from Tulbagh.

Found it.

N/A

N/A Delayed in town and saw the museum direction sign.

Didn't know about it.

Cape Town museum curator.

From the guide on our tour.

Heard about it while passing by.

Toevallig net verby gery - notice board.

Guard at dockyard gate.

At S.A. Museum.

Assumed C.T. would have an art gallery.

Geen

Looking for a museum.

Het op hom afgekóm.

Question 3 : When you visit a town do you usually visit the museum if you have time?

Answer 1 - Usually not.

COMMENTS - But so glad we did this one trip.

Answer 2 - Always try to.

COMMENTS - Beslis hierdie een.

Sometimes try to.

Om iets wys to raak uit die geskiedenis soos dit daardie plek raak.

"Probeer ~~altyd~~". soms (2 visitors)

"Always ~~try to~~."

No response -

COMMENTS - If possible.

Sometimes (3 visitors)

On occasions.

Question 4 : You visit a museum:

Answer 1 - at least once a month.

COMMENTS - On average over a year.

So far.

Answer 2 : at least once every 6 months.

COMMENTS - When possible.

Volgens ek op reis gaan.

(3 months)

Answer 3 : about once a year.

COMMENTS - Whenever possible / If possible (3 visitors)

Depending on circumstances.

When on holiday we visit many in a short time.

Om vriende rond te neem.

Seldom.

Waar beskikbaar.

About once every few years.

Live in an out of the way spot.

No response -

COMMENTS - Only when visiting once every 5 years.

N/A (3 visitors)

Wanneer dit moontlik is / When possible (5 visitors)

Nooit (2 visitors)

Not that often.

More seldom.

Elke dag -- ek werk hier.

Uiters selde.

Off + on

When given the opportunity to visit.

Wanneer ek by een kom wat ek nog nie gesien het nie.

Always try.

When on holiday from Rhodesia.

Varies!!!!

? (2 visitors)

Almost never - 1st time in 30 years.

Less than once a year.

When come to Cape.

When we are travelling.

Wanneer die geleentheid hom voordoen.

Wanneer ek by een kom wat ek nog nie besoek het nie.

Whenever I am able 4 x / year.

Question 5:

Do you mind paying a small entrance fee when visiting a museum?

Answer 1 -

COMMENTS

yes

Het 6 kinders.

Ja - 20c (S.A. Museum)

x !!!!

Studente is vrek arm.

Answer 2 -

COMMENTS

No

Dont mind donation.

" ... small entrance fee ..." / " ... geringe

toegangsgeld ..." (19 visitors)

How small ??? (2 visitors)

Defintely not.

Moeite werd.

Geld is nodig vir instandhouding.

!

Ek gee graag.

It depends on the amount.

As dit gering is.

No response -

COMMENTS - ?

How small ???

Question 6 : What about having a tearoom where you can relax at the museum?

Answer 1 - A good idea.

COMMENTS - If left separate from the museum.

"... teekamer .." kiosk

Not attached.

If done in a certain period. (Calvinia Museum)

Must fit into surroundings. (Huguenot Memorial Museum)

If for all races.

On the way out.

Depending on the size and situation of the museum.

?

!!!!

In good taste - MUST BE

A must.

Wanneer dit inpas by the omgewing. (Worcester Museum)

Yes, to make a profit to pay for the upkeep.

Licensed.

Not in the museum.

More attraction for the less interested and smaller children.

Mits dit tradisioneel is.

For lunch break and stay the day.

Sometimes.

But not on the museum grounds.

But with service. (Groot Constantia)

But not necessary at this size gallery.

Park tearoom serves. (S.A. National Gallery).

With friends you can then discuss the exhibits.

The Stedelijke in Amsterdam has a fantastic tearoom decorated by Miro and others.

Scrumptious idea.

Beslis 'n vereiste.

Especially when a large museum.

Answer 2 -

A bad idea.

COMMENTS -

Definitely not.

"A bad idea."

Because of segregation.

King William's Town is too small.

Indifferent.

Dit hang af van omstandighede.

Better around the corner.

Horrors

?

Sal graag tweetaligheid wil hê. Slegs Engels is

Frustrerend. (Groot Constantia)

Make it common.

No response -

COMMENTS -

Not necessary / Unnecessary (2 visitors)

Dit hang af van die groote van die museum.

Impartial.

It might encourage people who would not otherwise come.

? (6 visitors)

Indifferent (2 visitors)

Geen kommentaar.

Not really necessary.

N/A

Not worried.

Not at this type of museum. (Groot Constantia)

Ambivalent

Afhangende van die ligging van die museum.

Immaterial.

If the museum is centrally situated there is no need.

Question 7 : When visiting a new museum you would most enjoy seeing :

Answer 1 - A complete collection of items.

COMMENTS - Exactly what you've done here. (Duggan Cronin Bantu Gallery)

"'n Volledige versameling artikels ..."

Furniture etc. paintings.

Van die spesifieke plek.

Answer 2 - a reconstruction of e.g. a scene from nature ...

COMMENTS - Moet die leefwyse van daardie tyd uitbeeld.

Eintlik al 4 van toepassing afhangende van omstandighede.

"'n kamer uit 'n bepaalde periode ..."

"... (e.g. a typical Cape Dutch kitchen)" YES !!

Answer 4 - a little of everything.

COMMENTS - Wat vroër in daardie omgewing in gebruik was.

Baie van alles.

Also the bushmen relics ???

An overall view.

No response -

COMMENTS - Depends on what kind of museum.

It all depends

?

Depends on what is available.

A comparison of similar objects.

More S.A. and African works. (S.A. National Gallery)

Question 8 : Would you like a living museum with e.g. models which you can work yourself and exhibits which you can handle?

Answer 1 - yes

COMMENTS - Waar moontlik (Onder andere).

Providing precautions are taken against vandals and children.

Very good idea !!

Beslis

!! (4 visitors)

Indien moontlik.

particularly for children.

Especially in the case of sculpture - painting no.

Answer 2 - no

COMMENTS - People will damage them.
It will cause trouble and chaos.
Toonstukke moet goed beskryf wees.
Nie prakties moontlik nie.
Dan steel hulle.
Modelle sal slyt.
People would possibly spoil it.
Dit sal verniel.
No time.

No response -

COMMENTS - Nice to see how things work but mishandling can
cause damage.
? (4 visitors)
Cannot honestly say one way or the other.
That depends.
Undecided / Onbeslis (3 visitors)
Not necessary.

Question 9 : You think this museum :

Answer 1 - has character

COMMENTS - A lived in museum. (Our Heritage Museum, Adelaide)
Baie netjies en huislik. (Bredasdorp museum)
Ja ! (Burgersdorp Museum)
Bepaald (Caledon Museum)
!". (Calvinia Museum)
10/10 " "
Very much so !. (Graaf Reinet Museum)
Definitely.
Outstanding (Albany Museum, Grahamstown)
But it is too crowded. (Kaffrarian Museum)
++
Very nice.

Very nice one.

Wonderful, carry on. (C.P. Nel Museum, Oudtshoorn)

Yes

Baie goeie museum.

Wonderlik

Baie

As voorwerpe beter gemerk kan word dat mens weet
wat sommige goed is. (Stellenbosch Museum)

Yes, Excellent! (Drostdy Museum, Swellendam)

Beslis

+++ (2 visitors)

Baie

Beautiful (Oude Kerk Boiksmuseum, Tulbagh)

+

Beslis

Heef veel karakter. (S.A. Cultural History Museum)

Excellent.

Very much.

Could do with a guidebook (Groot Constantia)

But the attendants could be more pleasant. (Groot Constantia)

Yes

"has character." Beautiful!

En hoe! (William Fehr Collection)

A lot.

Answer 2 - is too cold and artificial

COMMENTS - "is too cold and artificial." (Oude Kerk Volksmuseum,
Tulbagh).

Would be improved by figures in costumes. (Groot Constantia)

Wine cellars too commercialized now. " "

"is too cold and artificial."

No response -

COMMENTS - "is too cold and artificial." (East London Museum)

Could be more lively. (Kaffrarian Museum)

? (Oude Pastorie Museum, Paarl)

Some character but not brought out, some too cold.

(S.A. Cultural History Museum).

In between. (S.A. Cultural History Museum)

Character externally only. In my opinion this farm should be lived in and not used as a museum. (Groot Constantia).

A little of both. (Groot Constantia)

Waag geen kommentaar. "

For a small collection there are some remarkably fine English sporting paintings and portraits. (S.A. National Gallery)

Considering the subject it is difficult to have character but the setting is adequate. (King George VI Art Gallery)

Question 10: Would guide booklets or tape recorded commentaries giving more information about exhibits, be useful when you visit museums?

Answer 1 - Usually yes

COMMENTS - "... gidsboekies..." / "... guide booklets .." (11 visitors)

Personal touch.

Booklets helpful.

Personal better.

"... ~~tape recorded commentaries...~~" (8 visitors)

With further references.

Guide book needed. (S.A. Missionary Museum)

Gidsboekies welkom asook volledige inligting op kaartjies.

Besoekers wil soms naslaan by hul tuiste.

Always

! (2 visitors)

Especially welcome for foreigners.

Beslis

"... tape recorded commentaries ..." NO

Not tape recorded.

"... tape recorded commentaries..." Absolutely not.

Always add but not necessary.

Unless you have proper notes about various objects.
Die skrif is moeilik leesbaar. (S.A. Cultural History
Most definitely. Museum)

Why no brochures ??? More information is necessary.
(Groot Constantia)

Always yes. The lack of information here is a tragedy -
in fact it is ridiculous! (Groot Constantia)

+++

Never tape recordings. The Congo Caves ones are
horrible.

"Gewoonlik ja." Definitief!

Definitely ! (5 visitors)

Jammer geen gids of gidshandleiding beskikbaar nie.
(Groot Constantia)

Dit is 'n leemte. (Groot Constantia)

"Usually yes."

"Usually yes." Occasionally

"... Guide booklets ..." sufficient.

If no guide available.

"Usually yes"

Sterk aanbeveel !

"Gewoonlik ja. "

"Gewoonlik ja." (2 visitors)

But in this museum the attendant informs very adequately.
(Irma Stern Museum)

Answer 2 -

No

COMMENTS - "... ~~tape recorded~~ commentaries..."

Because Mrs. de Jager was most helpful. (C.P. Nel Museum)

The printing on the exhibit cards is difficult to read.

(Drostdy Museum, Swellendam)

Nie tyd nie!

Bitter min mense lees dit ooit en bandopnames is
tydrowend.

Gidse is meer persoonlik.

No response -

COMMENTS - Guide booklets but definitely not tape recordings.

Browser.

?

Museum attendant showed us all around.

Question II: Which, do you think, is the most important function of museums?

Answer 1 - The preservation of valuable items.

COMMENTS - "... bewaring .."

Altwee ewe belangrik.

"... valuable-items."

Human interest.

"... valuable items." !

Answer 2 - Serving the public e.g. education.

COMMENTS - Tog moeilik om te kies.

"... e.g. education." (3 visitors)

Serving the public by preservation.

Without question.

N. B.

Opvoedkindig vir oud en jonk. Bewaring ook.

"Serving the public..."

This museum fails in this regard - poor description and illogical sequence of exhibits !! (S.A. Cultural History Museum)

!!

The one is necessary in order to fulfill the other.

No response -

COMMENTS - Albei / both (21 visitors)

Both equally important / Albei ewe belangrik. (8 visitors)

Can't give one answer because I believe in a combination of 1 and 2.

Die twee behoort nie geskei te word nie.

Moeilik - beide ewe belangrik.

Answer 2 assumes 1.

Must serve both interests.

It must combine these 2 functions (in the modern sense of the word).

Impossible to discriminate.

N/A

Definitely both !!

Both are important.

Only one answer not possible.

Both. If you do not know your history you are destined to relive it.

To display objects d'art which are of national interest and education as well.

Cannot choose one. Both apply.

Question 12: Your age is:

No response -

COMMENTS - My business !!!

N/A

Question 13: You are:

Answer 2 - Coloured

COMMENTS - Chinese

Answer 4 - White

COMMENTS - English

"White" English

Foreigner

European (2 visitors)

Germanic, which is even more, right ???

Welsh

French

Human being

U.S.A

U.K.

! ?

?

No response -

COMMENTS - New Zealander
German
American
? South African
Hollanders
English
A man, a human being
South African
Person
N/A (2 visitors)
Human being (3 visitors)
Foreigner
What difference does it make?

Question 14: You live:

Answer 2 - elsewhere in Southern Africa

COMMENTS - Grew up in Cape Town

Question 15: You attained your latest level of education:

Answer 1 - at a technical or training college.

COMMENTS - "... opleidings kollege."

onderwys

Answer 2 - at university

COMMENTS - N/A

U.C.T.

Answer 3 - matric or at secondary school

COMMENTS - "matric ..."

Europe

Answer 4 - other, including still at school.

COMMENTS - "Elders, insluitend nog op skool". (2 visitors)

~~"Other, including still at school."~~

No response -

COMMENTS - Worse

English education.

N/A

GENERAL COMMENTS:

- N.B. Volledige gebruiksaanwysings moet by artikels bygevoeg word, nie net skenkers se name nie.
 - Fine modern museum philosophy here. (Albany Museum, Grahamstown)
 - Please note that it would be good to be able to visit museums on Sundays.
 - Suggestion: When entering a museum have no idea which is start of display - large information board required giving layout of museum.
Each different section should be clearly indicated with easy to read signs.
 - Why not use obsolete vessel as museum?
 - Die aneks moet asseblief nie toemaak tussen 1 en 2. (S.A. National Gallery)
 - Please have good colour post cards of many works.
 - Foam mattresses ??? (Groot Constantia)
 - P.S. Important to be able to taste the wine! (Groot Constantia)
-

APPENDIX IX

RESULTS OF - TOTAL OF 36 24 UP-COUNTRY + 12 CITY MUSEUMS

1. REASON FOR VISIT:

1. Passing	1312 (19.7%)	914 (22.6%)	398 (15.2%)
2. Fun	1196 (17.9%)	793 (19.6%)	403 (15.4%)
3. Interest	3471 (52.1%)	1974 (48.8%)	1497 (57.2%)
4. Children	633 (9.5%)	346 (8.5%)	287 (11.0%)
0. Response	52 (.8%)	20 (.5%)	32 (1.2%)

2. HEARD ABOUT MUSEUM:

1. Information media	1567 (23.5%)	981 (24.2%)	586 (22.4%)
2. Known	2123 (31.9%)	1156 (28.6%)	967 (37.0%)
3. Friends	2163 (32.5%)	1499 (37.0%)	664 (25.4%)
4. School	586 (8.8%)	243 (6.0%)	343 (13.1%)
0. Response	225 (3.4%)	168 (4.2%)	57 (2.2%)

3. WHEN IN TOWN:

1. Usually no visit	1460 (21.9%)	891 (22.0%)	569 (21.7%)
2. Try to visit	5132 (77.0%)	3121 (77.1%)	2011 (76.8%)
0. Response	72 (1.1%)	35 (.9%)	37 (1.4%)

TOTAL OF 36

24 UP-COUNTRY + 12 CITY MUSEUMS

4. VISIT A MUSEUM:

1. Monthly	631 (9.5%)	378 (9.3%)	253 (9.7%)
2. Every 6 months	1935 (29.0%)	1102 (27.2%)	833 (31.8%)
3. Yearly	3834 (57.5%)	2417 (59.7%)	1417 (54.1%)
0. Response	264 (4.0%)	150 (3.7%)	114 (4.4%)

5. ENTRANCE FEE:

1. Yes mind	1150 (17.3%)	756 (18.7%)	394 (15.1%)
2. No do not mind	5460 (81.9%)	3262 (80.6%)	2197 (84.0%)
0. Response	54 (.8%)	28 (.7%)	26 (1.0%)

6. LIKE A TEAROOM:

1. A good idea	5184 (77.8%)	3036 (75.0%)	2148 (82.1%)
2. A bad idea	1365 (20.5%)	948 (23.4%)	417 (15.9%)
0. Response	115 (1.7%)	63 (1.6%)	52 (2.0%)

7. LIKE TO SEE:

1. Collection	478 (7.2%)	266 (6.6%)	212 (8.1%)
2. Reconstruction	1943 (29.2%)	1225 (30.3%)	718 (27.4%)
3. Particulars	526 (7.9%)	258 (6.4%)	268 (10.2%)
4. Everything	3671 (55.1%)	2275 (56.2%)	1396 (53.5%)
0. Response	46 (.7%)	23 (.6%)	23 (.9%)

TOTAL OF 36 24 UP-COUNTRY + 12 CITY MUSEUMS

8. LIKE A LIVING MUSEUM:

1. Yes	3739 (56.1%)	2169 (53.6%)	1570 (60.0%)
2. No	2819 (42.3%)	1824 (45.1%)	995 (38.0%)
0. Response	106 (1.6%)	54 (1.3%)	52 (2.0%)

9. THIS MUSEUM:

1. Has character	6130 (92.%)	3866 (95.5%)	2264 (86.5%)
2. Too cold and artificial	432 (6.5%)	141 (3.5%)	291 (11.1%)
0. Response	102 (1.5%)	40 (1.0%)	62 (2.4%)

10. USEFULNESS OF GUIDES:

1. Yes	5865 (88.0%)	3567 (88.1%)	2298 (87.8%)
2. No	735 (11.0%)	456 (11.3%)	279 (10.7%)
0. Response	64 (1.0%)	24 (.6%)	40 (1.5%)

11. FUNCTION OF MUSEUM:

1. Preservation	3710 (55.7%)	2444 (60.4%)	1266 (48.4%)
2. Public service	2774 (41.6%)	1511 (37.3%)	1263 (48.3%)
0. Response	180 (2.7%)	92 (2.3%)	68 (3.4%)

TOTAL OF 36 + 24 UP-COUNTRY + 12 CITY MUSEUMS

12. AGE:

1. 18 and under	1092 (16.4%)	707 (17.5%)	385 (14.7%)
2. 19 to 35	2718 (40.8%)	1534 (37.9%)	1184 (45.2%)
3. 36 to 55	1992 (29.9%)	1241 (30.7%)	751 (28.7%)
4. Over 55	849 (12.7%)	556 (13.7%)	293 (11.2%)
0. Response	13 (.2%)	9 (.2%)	4 (.2%)

13. YOU ARE:

1. African	94 (1.4%)	66 (1.6%)	28 (1.1%)
2. Coloured	205 (3.1%)	100 (2.5%)	105 (4.0%)
3. Indian	94 (1.4%)	29 (.7%)	65 (2.5%)
4. White	6222 (93.4%)	3829 (94.6%)	2393 (91.4%)
0. Response	49 (.7%)	23 (.6%)	26 (1.0%)

14. YOU LIVE:

1. In this town	1565 (23.5%)	910 (22.5%)	655 (25.0%)
2. Elsewhere in S.A.	4366 (65.5%)	2828 (69.9%)	1538 (58.8%)
3. Overseas	712 (10.7%)	294 (7.3%)	418 (16.0%)
0. Response	21 (.3%)	15 (.4%)	6 (.2%)

15. LEVEL OF EDUCATION:

1. College	1235 (18.5%)	682 (16.9%)	553 (21.1%)
2. University	1913 (28.7%)	1113 (27.5%)	800 (30.6%)
3. Matric	2480 (37.2%)	1554 (38.4%)	926 (35.4%)
4. Other	961 (14.4%)	652 (16.1%)	309 (11.8%)
0. Response	75 (1.1%)	--	29 (1.1%)

APPENDIX X

AN EXPLANATION OF THE CHI-SQUARE TEST :

Spiegel (1961) explained the chi-square test as follows: "In practice, expected frequencies are computed on the basis of a hypothesis H_0 . If under this hypothesis the computed value of χ^2 (chi) ... is greater than some critical value (such as $\chi^2_{.95}$ or $\chi^2_{.99}$, which are the critical values at the .05 and .01 significance levels respectively), we would conclude that observed frequencies differ significantly from expected frequencies and would reject H_0 at the corresponding level of significance. Otherwise we would accept it or at least not reject it. This procedure is called the chi-square test of hypothesis or significance."

Although it was obvious that H_0 (the nul hypothesis) would not hold for most of the questions in the present study it was nevertheless assumed so as to have a basis for the statistical test. This seemed feasible as such a survey had not been carried out in South Africa before and there were no previous findings on which to base expectations.

AN EXAMPLE:

In response to question 1 it was found that 1312 visitors went to the museum because they happened to be passing, 1196 went for fun, 3471 out of interest and 633 to take the children. Theoretically one would have expected that each answer had an equal chance of being chosen and the expected frequency would then have been 1653. Now we wish to know whether the observed frequencies (O_k) differ significantly from the expected frequencies (E_k). A measure of the difference between the observed and expected frequencies is given by the statistic χ^2 (chi-square)

$$\begin{aligned} \chi^2 &= \frac{(o_1 - e_1)^2}{e_1} + \frac{(o_2 - e_2)^2}{e_2} + \dots + \frac{(o_k - e_k)^2}{e_k} \\ \chi^2 &= \frac{(1653 - 1312)^2}{1653} + \frac{(1653 - 1196)^2}{1653} + \frac{(1653 - 3471)^2}{1653} \\ &\quad + \frac{(1653 - 633)^2}{1653} \\ \chi^2 &= 2825.56 \end{aligned}$$

Number of categories $K = 4$ and $v = k - 1 = 4 - 1 = 3$

The critical value $\chi^2_{.99}$ for 3 degrees of freedom is 11.3. Since $2825.56 > 11.3$ we can conclude that the observed frequencies differ significantly from the expected frequencies.

APPENDIX XI

Results and chi-values which were mentioned in the discussions of the different questions.

QUESTION 1:

1. For the total of 36 museums -

Observed frequencies for	answer 1	1312	(19.7%)	
	answer 2	1196	(17.9%)	
	answer 3	3471	(52.1%)	
	answer 4	633	(9.5%)	
Non-response rate		52	(.8%)	
Expected frequency		1653		
Overall chi-squared		2825.6		DF - 3

2. For the 24 up-country museums -

Observed frequencies for	answer 1	914	(22.6%)	
	answer 2	793	(19.6%)	
	answer 3	1974	(48.6%)	
	answer 4	346	(8.5%)	
Non-response rate		20	(.5%)	
Expected frequency		1006.75		
Overall chi-squared		1416.89		DF - 3

3. For the 12 city museums -

Observed frequencies for	answer 1	398	(15.2%)	
	answer 2	403	(15.4%)	
	answer 3	1497	(57.2%)	
	answer 4	287	(11.0%)	
Non-response rate		32	(1.2%)	
Expected frequency		646.25		
Overall chi-squared		1506.59		DF - 3

4. For the age variable -

Observed frequencies	answer 1	answer 2	answer 3	answer 4	0
18 and under	174 15.9%	291 26.6%	579 53.0%	40 3.7%	8
19 to 35	610 22.4%	512 18.8%	1370 50.4%	211 7.8%	15
36 to 55	362 18.2%	270 13.6%	1004 50.4%	338 17%	18
over 55	163 19.2%	122 14.4%	512 60.3%	41 4.3%	11

Expected values

18 and under	215.026	196.299	569.186	103.488
19 to 35	536.176	489.481	1419.29	258.053
36 to 55	391.569	357.468	1036.51	188.456
over 55	166.229	151.752	440.017	80.003

Table of chi-squares

18 and under	7.82755	45.6863	.169205	38.9491
19 to 35	10.1645	1.03601	1.71179	8.57949
36 to 55	2.23293	21.4022	1.01949	118.667
over 55	.062704	5.833	11.7759	19.0147

5. For the residence variable -

Observed frequencies	answer 1	answer 2	answer 3	answer 4	0
Local	212 13.5%	373 23.8%	813 51.9%	149 9.5%	18
S.A.	865 19.8%	758 17.4%	2267 51.9%	456 10.4%	20
Overseas	231 32.4%	63 8.8%	380 53.4%	34 3.4%	14

Expected values

Local	307.519	280.717	813.233	145.531
S.A.	861.729	786.625	2278.84	407.806
Overseas	138.751	126.658	366.927	65.6629

Table of chi-squares

Local	29.6694	30.3371	.000066	.082697
S.A.	.0124412	1.04163	.072344	3.5771
Overseas	61.3313	32.9946	.465743	26.435

QUESTION 2:

1. For the total of 36 museums -

Observed frequencies for	answer 1	1567 (23.5%)
	answer 2	2123 (31.9%)
	answer 3	2163 (32.5%)
	answer 4	586 (8.8%)

Non-response rate 225 (3.4%)

Expected frequency 1609.25

Overall chi-squared 1008.85

DF - 3

2. For the 24 up-country museums ..

Observed frequencies for answer 1	961	(24.2%)	
answer 2	1156	(28.6%)	
answer 3	1499	(37.0%)	
answer 4	243	(6.0%)	
Non-response rate	168	(4.2%)	
Expected frequency	969.75		
Overall chi-squared	869.386		DF - 3

3. For the 12 city museums -

Observed frequencies for answer 1	586	(22.4%)	
answer 2	967	(37.0%)	
answer 3	664	(25.4%)	
answer 4	343	(13.1%)	
Non-response rate	57	(2.2%)	
Expected frequency	639.75		
Overall chi-squared	309.46		DF - 3

4. For the age variable -

Observed frequencies	answer 1	answer 2	answer 3	answer 4	
18 and under	193 17.7%	309 28.3%	367 33.6%	200 18.3%	0
19 to 35	691 25.4%	791 29.1%	908 33.4%	246 9.1%	23
36 to 55	479 24.0%	706 35.4%	605 30.4%	118 5.9%	82
over 55	203 23.9%	311 36.6%	279 32.9%	20 2.4%	36

Expected values

18 and under	260.513	352.174	359.161	97.1516
19 to 35	642.387	868.411	885.64	239.562
36 to 55	464.975	628.577	641.048	173.401
over 55	198.126	267.837	273.151	73.8861

Table of chi-squares

18 and under	17.4961	5.29292	.171076	108.879
19 to 35	3.67888	6.90058	.564516	.173028
36 to 55	.423048	9.53633	2.02704	17.7002
over 55	.119901	6.95586	.125253	39.2998

5. For the race variable -

Observed frequencies	answer 1	answer 2	answer 3	answer 4	0
African	2 2.1%	30 31.9%	30 31.9%	32 34%	
Coloured	24 11.9%	53 25.9%	91 44.4%	37 18%	
Indian	15 16.0%	27 28.7%	36 38.3%	13 13.8%	3
White	1516 24.4%	2001 32.2%	1990 32.0%	498 8%	217

Expected values

African	22.9042	30.9803	31.5834	8.53208
Coloured	49.9507	67.5634	68.8787	18.6072
Indian	20.9549	28.3437	28.8955	7.80595
White	1463.19	1979.11	2017.64	545.055

Table of chi-squares

African	19.0789	.031018	.079383	64.5497
Coloured	13.4821	3.13916	7.10453	18.1809
Indian	1.69226	1.41979	1.7468	3.45611
White	1.90602	.242053	.378715	4.06226

6. For the residence variable -

Observed frequencies	answer 1	answer 2	answer 3	answer 4	0
Local	206 13.2%	810 51.8%	383 24.5%	157 10.0%	9
S.A.	1100 25.2%	1234 28.3%	1452 33.2%	420 9.6%	161
Overseas	254 36.2%	73 10.2%	318 44.7%	9 1.3%	54

Expected values

Local	378.388	513.492	521.982	142.138
S.A.	1022.57	1387.68	1410.62	384.12
Overseas	159.04	215.825	219.393	59.7419

Table of chi-squares

Local	78.5375	171.214	37.0049	1.55395
S.A.	5.86274	17.02	1.15562	3.35148
Overseas	56.6993	94.5164	44.3189	43.0977

QUESTION 3:

1. For the total of 36 museums -

Observed frequencies for	answer 1	1460 (21.9%)
	answer 2	5132 (77.0%)

Non-response rate 72 (1.1%)

Expected frequency 3296

Overall chi-squared 2045.45 DF -- 1

2. For the race variable -

Observed frequencies	answer 1	answer 2	0
African	19 20.2%	75 79.8%	
Coloured	34 16.6%	167 81.5%	4
Indian	21 22.3%	73 77.7%	
White	1371 22.0%	4783 76.9%	68

Expected values

African	20.7596	73.2404
Coloured	44.3902	156.61
Indian	20.7596	73.2404
White	1359.09	4794.91

Table of chi-squares

African	.149143	.042274
Coloured	2.43198	.689332
Indian	.002784	.000789
White	.10436	.029579

QUESTION 4:

1. For the total of 36 museums -

Observed frequencies for	answer 1	631 (9.5%)
	answer 2	1935 (29.0%)
	answer 3	3834 (57.5%)
Non-response rate		264 (4.0%)
Expected frequency		2133.33
Overall chi-squared		2432.16 DF - 2

2. For the age variable -

Observed frequencies	answer 1	answer 2	answer 3	0
18 and under	175 16.0%	353 32.3%	536 49.1%	28
19 to 35	236 8.7%	897 33.0%	1516 55.8%	69
36 to 55	130 6.5%	479 24.0%	1288 64.7%	95
over 55	87 10.2%	202 23.8%	490 57.7%	70

Expected values

18 and under	104.585	321.581	637.834
19 to 35	260.381	800.629	1587.99
36 to 55	186.464	573.346	1137.19
over 55	76.571	235.444	466.985

Table of chi-squares

18 and under	47.4094	3.06959	16.2583
19 to 35	2.28283	11.6001	3.26362
36 to 55	17.0979	15.5249	19.9998
over 55	1.42044	4.75049	1.13423

3. For the race variable -

Observed frequencies	answer 1	answer 2	answer 3	
African	29 30.9%	28 29.8%	32 34.0%	5
Coloured	42 20.5%	73 35.6%	86 42.0%	4
Indian	10 10.6%	23 24.5%	59 62.8%	2
White	542 8.7%	1795 28.8%	3635 58.4%	250

Expected values

African	8.72631	26.8793	53.3944
Coloured	19.7077	60.7049	120.587
Indian	9.02046	27.7853	55.1942
White	585.546	1803.63	3582.82

Table of chi-squares

African	47.1015	.046727	8.57244
Coloured	25.2157	2.49023	9.92048
Indian	.106369	.824154	.26242
White	3.23837	.041296	.759823

QUESTION 5:

1. For the total of 36 museums -

Observed frequencies for answer 1	1150 (17.3%)
answer 2	5460 (81.9%)
Non-response rate	54 (.8%)
Expected frequency	3305
Overall chi-squared	2810.3 DF - 1

2. For the 24 up-country museums -

Observed frequencies for answer 1	756 (18.7%)
answer 2	3263 (80.6%)
Non-response rate	28 (.7%)
Expected frequency	2009.5
Overall chi-squared	1563.83 DF - 1

3. For the 12 city museums -

Observed frequencies for answer 1	394 (15.1%)
answer 2	2197 (84.0%)
Non-response rate	26 (1.0%)
Expected frequency	1295.5
Overall chi-squared	1254.65 DF - 1

4. For the age variable -

Observed frequency	answer 1	answer 2	0
18 and under	246 22.5%	841 77.0%	5
19 to 35	422 15.5%	2285 84.1%	11
36 to 55	313 15.7%	1663 83.5%	16
over 55	163 19.2%	664 78.2%	22

Expected values

18 and under	183.499	898.501
19 to 35	469.427	2237.57
36 to 55	342.662	1633.34
over 55	143.412	683.588

Table of chi-squares

18 and under	17.5405	3.67986
19 to 35	4.79157	1.00524
36 to 55	2.56771	.538685
over 55	2.67548	.561296

5. For the race variable -

Observed frequencies	answer 1	answer 2	0
African	30 31.9%	63 67.0%	1
Coloured	96 46.8%	106 51.7%	3
Indian	35 37.2%	58 61.7%	1
White	976 15.7%	5200 83.6%	46

Expected values

African	16.1092	76.8908
Coloured	34.9899	167.01
Indian	16.1092	76.8908
White	1069	5106.21

Table of chi -squares

African	11.9778	2.50945
Coloured	106.38	22.2874
Indian	22.1526	4.64114
White	8.22295	1.72279

6. For the residence variable -

Observed frequencies	answer 1	answer 2	0
Local	355 22.7%	1197 76.5%	13
S.A.	689 15.8%	3646 83.5%	31
Overseas	102 14.3%	601 84.4%	9

Expected values

Local	269.698	1282.3
S.A.	753.139	3580.86
Overseas	122.163	580.837

Table of chi-squares

Local	26.9799	5.67451
S.A.	5.6338	1.18492
Overseas	3.32804	.699964

QUESTION 6:

1. For the total of 36 museums -

Observed frequencies for	answer 1	5184 (77.8%)
	answer 2	1365 (20.5%)
Non-response rate		115 (1.7%)
Expected frequency		3274.5
Overall chi-squared		2227.02 DF - 1

2. For the 24 up-country museums -

Observed frequencies for	answer 1	3036 (75.0%)
	answer 2	948 (23.4%)
Non-response rate		63 (1.6%)
Expected frequency		1992
Overall chi-squared		1094.31 DF - 1

3. For the 12 up-country museums -

Observed frequencies for	answer 1	2148 (82.1%)
	answer 2	417 (15.9%)
Non-response rate		52 (2.0%)
Expected frequency		1282.5
Overall chi-squared		1168.17 DF - 1

4. For the age variable -

Observed frequencies	answer 1	answer 2	0
18 and under	903 82.7%	182 16.7%	7
19 to 35	2150 79.1%	526 19.4%	42
36 to 55	1494 75.0%	456 22.9%	42
over 55	626 73.7%	200 23.6%	23

Expected values

18 and under	858.606	226.394
19 to 35	2117.63	558.37
36 to 55	1543.12	406.884
over 55	653.648	172.352

Table of chi-squares

18 and under	2.29542	8.70543
19 to 35	.49481	1.87655
36 to 55	1.56333	5.92894
over 55	1.16947	4.43524

5. For the residence variable -

Observed frequencies	answer 1	answer 2	0
Local	1275 81.5%	263 16.8%	27
S.A.	3318 76.0%	976 22.4%	72
overseas	572 80.3%	124 17.4%	16

Expected values

Local	1216.88	321.123
S.A.	3397.44	896.557
Overseas	550.68	145.32

Table of chi-squares

Local	2.77624	10.5204
S.A.	1.85767	7.03943
Overseas	.825406	3.12783

QUESTION 7:

1. For the total of 36 museums -

Observed frequencies for	answer 1	answer 2	answer 3	answer 4
	478 (7.2%)	1943 (29.2%)	526 (7.9%)	3671 (55.1%)

Non-response rate 46 (.7%)

Expected frequency 2654.75

Overall chi-squared 4112.35 DF - 3

2. For the age variable -

Observed frequencies	answer 1	answer 2	answer 3	answer 4	0
18 and under	97 8.9%	236 21.6%	90 8.2%	660 60.4%	9
19 to 35	191 7.0%	822 30.2%	251 9.2%	1442 53.1%	12
36 to 55	126 6.3%	664 33.3%	140 7.0%	1048 52.6%	14
over 55	63 7.4%	221 26.0%	40 4.7%	515 60.7%	10

Expected values

18 and under	78.2003	318.539	85.4137	600.847
19 to 35	195.392	795.906	312.416	1501.29
36 to 55	142.826	581.782	156.	1097.39
over 55	60.5617	246.772	65.17	465.476

Table of chi-squares

18 and under	4.51955	21.3873	.246261	5.82359
19 to 35	.098739	.855466	6.6188	2.34115
36 to 55	1.98251	11.619	1.64108	2.22305
over 55	.096530	2.69157	10.3501	5.26906

3. For the race variable -

Observed frequencies	answer 1	answer 2	answer 3	answer 4	0
African	11 11.7%	19 20.2%	11 11.7%	52 55.3%	1
Coloured	18 8.8%	47 22.9%	33 16.1%	103 50.2%	4
Indian	7 7.4%	23 24.5%	5 5.3%	58 61.7%	1
White	435 7.0%	1837 29.5%	472 7.6%	3440 55.3%	38

Expected values

African	6.66611	27.2589	7.37376	51.7013
Coloured	14.4074	58.9143	15.9368	111.741
Indian	6.66611	27.2589	7.37376	51.7013
White	443.26	1812.57	490.316	3437.86

Table of chi-squares

African	2.81763	2.50226	1.78329	.001726
Coloured	.895846	2.40945	18.2691	.683836
Indian	.016723	.665396	.764162	.767372
White	.153936	.329328	.684175	.001337

4. For the residence variable -

Observed frequencies	answer 1	answer 2	answer 3	answer 4	0
Local	150 9.6%	386 24.7%	179 11.4%	844 53.9%	6
S.A.	260 6.0%	1312 30.1%	284 6.5%	2481 56.8%	29
Overseas	67 9.4%	240 33.7%	62 8.7%	332 46.6%	11

Expected values

Local	112.724	457.987	124.068	864.221
S.A.	312.589	1274.08	345.146	2404.19
Overseas	50.6862	205.933	55.7867	388.594

Table of chi-squares

Local	12.3262	11.3151	24.3218	.473111
S.A.	9.1579	1.1286	10.8325	2.45428
Overseas	5.25073	5.63573	.692008	8.24233

QUESTION 8:

1. For the total of 36 museums -

Observed frequencies for Answer 1	3739 (56.1%)
Answer 2	2819 (42.3%)

Non-response rate	106	(1.6%)
Expected frequency	3274	
Overall chi-squared	132.086	DF - 1

2. For the 24 up-country museums -

Observed frequencies for	answer 1	2169	(53.6%)
	answer 2	1824	(45.1%)
Non-response rate		1954.5	(1.3%)
Expected frequency		1996.5	
Overall chi-squared		229.8084	

3. For the 12 city museums -

Observed frequencies for	answer 1	1570	(60.0%)
	answer 2	995	(38.0%)
Expected frequency		1282.5	
Overall chi-squared		128.699	DF - 1

4. For the age variable -

Observed frequencies	answer 1	answer 2	0
18 and under	751 68.8%	336 30.8%	5
19 to 35	1715 63.1%	973 35.8%	30
36 to 55	967 48.5%	985 49.4%	40
over 55	296 34.9%	522 61.5%	31

Expected values

18 and under	619.316	467.684
19 to 35	1531.48	1156.52
36 to 55	1112.15	839.852
over 55	466.054	351.946

Table of chi-squares

18 and under	27.9998	37.0778
19 to 35	21.9909	29.1208
36 to 55	18.9435	25.0853
over 55	62.0492	82.1668

5. For the education variable -

Observed frequencies	answer 1	answer 2	0
College	676 54.7%	538 43.6%	21
University	1162 60.7%	721 37.7%	30
Matric	1251 50.4%	1193 48.1%	36
Other	625 65.0%	326 33.9%	10

Expected values -

College	.493629	.659949
University	6.66862	8.91552
Matric	15.4939	20.7143
Other	12.0426	16.1002

QUESTION 9:

1. For the total of 36 museums -

Observed frequencies for answer 1	6130	(92.0%)	
answer 2	432	(6.5%)	
Non-response rate	102	(1.5%)	
Expected frequency	3281		
Overall chi-squared	4947.76		DF - 1

2. For the 24 up-country museums -

Observed frequencies for answer 1	3866	(95.5%)	
answer 2	141	(3.5%)	
Non-response rate	40	(1.0%)	
Expected frequency	2003.5		
Overall chi-squared	3462.85		DF - 1

3. For the 12 city museums -

Observed frequencies for answer 1	2264	(86.5%)	
answer 2	291	(11.1%)	
Non-response rate	62	(2.4%)	
Expected frequency	1277.5		
Overall chi-squared	1523.57		DF - 1

4. For the race variable -

Observed frequencies	answer 1	answer 2	0
African	74 78.7%	20 21.3%	
Coloured	158 77.1%	36 17.6%	11
Indian	64 68.1%	27 28.7%	3
White	5793 93.1%	345 5.5%	84

Expected values

African	87.8266	6.17339
Coloured	181.259	12.7408
Indian	85.0236	5.97637
White	5734.89	403.109

Table of chi-squares

African	2.17673	30.9676
Coloured	2.98461	42.461
Indian	5.19848	73.9568
White	.588799	8.37665

5. For the residence variable --

Observed frequencies	answer 1		answer 2		0
Local	1430	91.4%	113	7.2%	22
S.A.	4048	92.7%	256	5.9%	62
Overseas	635	89.2%	59	8.3%	18

Expected values

Local	1442.04	100.964
S.A.	4022.37	281.625
Overseas	648.589	45.4108

Table of chi-squares

Local	.100465	1.43488
S.A.	.163253	2.33169
Overseas	.284721	4.06658

6. For the education variable --

Observed frequencies	answer 1		answer 2		0
College	1151	93.2%	59	4.8%	25
University	1698	88.8%	184	9.5%	31
Matric	2327	93.8%	123	5.0%	30
Other	886	92.2%	60	6.2%	15

Expected values

College	1130.52	79.485
University	1755.57	123.432
Matric	2289.06	160.941
Other	883.857	62.1428

Table of chi-squares

College	.371184	5.27941
University	2.08967	29.7212
Matric	.628351	8.94424
Other	.005195	.073887

QUESTION 10:

1. For the total of 36 museums --

Observed frequencies for	answer 1	5865	(88.0%)	
	answer 2	735	(11.0%)	
Non-response rate		64	(1.0%)	
Expected frequency		3300		
Overall chi-squared		3987.41		DF - 1

2. For the age variable --

Observed frequencies	answer 1	answer 2	0
18 and under	985 90.2%	102 9.3%	5
19 to 35	2464 90.7%	241 8.9%	13
36 to 55	1724 86.5%	251 12.6%	17
over 55	682 80.3%	141 16.6%	26

Expected values

18 and under	955.764	121.236
19 to 35	2403.3	301.696
36 to 55	1754.72	220.277
over 55	731.209	91.7914

Table of chi-squares

18 and under	.383139	3.05208
19 to 35	1.53288	12.2109
36 to 55	.537926	4.28509
over 55	3.31162	26.3804

3. For the race variable --

Observed frequencies	answer 1	answer 2	0
African	82 87.2%	10 10.6%	2
Coloured	156 76.1%	47 22.9%	2
Indian	73 77.7%	20 21.3%	1
White	5512 88.6%	652 10.5%	58

Expected values

African	81.7762	10.2238
Coloured	179.552	22.4479
Indian	82.6651	10.3349
White	5479.01	684.993

Table of chi-squares

African	.000612	.004898
Coloured	3.08937	24.7107
Indian	1.13003	9.03868
White	.198676	1.58916

4. For the residence variable -

Observed frequencies	answer 1	answer 2	0
Local	1387 88.6%	159 10.2%	19
S.A.	3869 88.6%	464 10.6%	33
Overseas	588 82.6%	112 15.7%	12

Expected values

Local	1373.26	172.744
S.A.	3847.96	484.041
Overseas	621.785	78.2153

Table of chi-squares

Local	.137552	1.09351
S.A.	.104373	.829749
Overseas	1.8357	14.5932

5. For the education variable -

Observed frequencies	answer 1	answer 2	0
College	1099 89.0%	128 10.4%	8
University	1710 89.4%	188 9.3%	15
Matric	2153 86.8%	299 12.1%	28
Other	849 88.3%	104 10.8%	8

Expected values

College	1082.79	134.206
University	1688.7	209.304
Matric	2181.6	270.397
Other	847.907	105.093

Table of chi-squares

College	.03557	.286979
University	.268763	2.16842
Matric	.375015	3.02569
Other	.001409	.011369

QUESTION 11:

1. For the total of 36 museums -

Observed frequencies for	answer 1	3710	(55.7%)	
	answer 2	2774	(41.5%)	
Non-response rate		180	(2.7%)	
Expected frequency		3242		
Overall chi-squared		135.117		DF - 1

2. For the 24 up-country museums -

Observed frequencies for	answer 1	2444	(60.4%)	
	answer 2	1511	(37.3%)	
Non-response rate		92	(2.3%)	
Expected frequency		1977.5		
Overall chi-squared		220.098		DF - 1

3. For the 12 city museums -

Observed frequencies for	answer 1	1266	(48.4%)	
	answer 2	1263	(48.3%)	
Non-response rate		88	(3.4%)	
Expected frequency		1264.5		
Overall chi-squared		.003558		

4. For the age variable -

Observed frequencies	answer 1	answer 2	0
18 and under	657 60.2%	417 38.2%	18
19 to 35	1347 49.6%	1303 47.9%	68
36 to 55	1155 58.0%	779 39.1%	58
over 55	545 64.2%	269 31.7%	35

Expected values

18 and under	614.663	459.337
19 to 35	1516.63	1133.37
36 to 55	1106.85	827.15
over 55	465.862	348.138

Table of chi-squares

18 and under	2.91616	3.90227
19 to 35	18.9716	25.3868
36 to 55	2.09458	2.80285
over 55	13.4437	17.9897

5. For the race variable -

Observed frequencies	answer 1	answer 2	0
African	32 34.0%	60 63.8%	2
Coloured	94 45.9%	106 51.7%	5
Indian	27 28.7%	66 70.2%	1
White	3536 56.8%	2518 40.5%	168

Expected values

African	52.7082	39.2918
Coloured	114.583	85.417
Indian	53.2811	39.7189
White	3468.43	2585.57

Table of chi-squares

African	8.13591	10.9139
Coloured	3.69741	4.95991
Indian	12.3632	17.3896
White	1.31643	1.76596

6. For the education variable -

Observed frequencies	answer 1	answer 2	0
College	656 53.1%	538 43.6%	41
University	916 47.9%	930 48.5%	67
Matric	1517 61.2%	912 36.8%	51
Other	577 60.0%	370 38.5%	14

Expected values

College	682.233	511.767
University	1054.77	791.225
Matric	1387.89	1041.11
Other	541.101	405.899

Table of chi-squares

College	1.00867	1.34465
University	18.2584	24.3401
Matric	12.0102	16.0107
Other	2.38174	3.17507

QUESTION 12:

1. For the total of 36 museums -

Observed frequencies for	answer 1	1092 (16.4%)
	answer 2	2718 (40.8%)
	answer 3	1992 (29.9%)
	answer 4	849 (12.7%)

Non-response rate	13 (.2%)	
Expected frequency	1662.75	
Overall chi-squared	1329.06	DF - 3

2. For the 24 up-country museums -

Observed frequencies for	answer 1	707 (17.5%)	
	answer 2	1534 (37.9%)	
	answer 3	1241 (30.7%)	
	answer 4	556 (13.7%)	
Non-response rate		9 (.2%)	
Expected frequency		1009.5	
Overall chi-squared		619.971	DF - 3

3. For the 12 city museums -

Observed frequencies for	answer 1	385 (14.7%)	
	answer 2	1184 (45.2%)	
	answer 3	751 (28.7%)	
	answer 4	293 (11.2%)	
Non-response rate		4 (.2%)	
Expected frequency		653.25	
Overall chi-squared		754.671	DF - 3

4. For the race variable -

Observed frequencies	answer 1	answer 2	answer 3	answer 4	0
African	18 19.1%	46 48.9%	19 20.2%	11 11.7%	
Coloured	55 26.8%	101 49.3%	36 17.6%	9 4.4%	4
Indian	8 8.5%	59 62.8%	19 20.2%	8 8.5%	
White	1006 16.2%	2484 39.9%	1911 30.7%	812 13.1%	

Expected values

African	15.4768	38.3005	28.2626	11.96
Coloured	33.0941	81.8979	60.434	25.5741
Indian	15.4768	38.3005	28.2626	11.96
White	1022.95	2531.5	1868.04	790.506

Table of chi-squares

African	.411351	1.54781	3.03569	.077058
Coloured	14.5002	4.45543	9.87886	10.7413
Indian	3.61204	11.187	3.03569	1.31118
White	.280931	.891306	.98792	.584434

5. For the residence variable -

Observed frequencies	answer 1	answer 2	answer 3	answer 4	0
Local	397 25.4%	599 38.3%	354 22.6%	211 13.5%	4
S.A.	654 15.0%	1803 41.3%	1445 33.1%	457 10.5%	7
Overseas	38 5.3%	311 43.7%	184 25.8%	177 24.9%	2

Expected values

Local	256.4	638.762	466.887	198.951
S.A.	715.981	1783.71	1303.76	555.559
Overseas	116.62	290.532	212.357	90.4902

Table of chi-squares

Local	77.1003	2.47514	27.2947	.729721
S.A.	5.3655	.208709	15.302	17.4848
Overseas	53.002	1.44191	3.78675	82.7045

6. For the education variable -

Observed frequencies	answer 1	answer 2	answer 3	answer 4	0
College	31 2.5%	639 51.7%	419 33.9%	145 11.7%	1
University	34 1.8%	1079 56.4%	584 30.5%	214 11.2%	2
Matric	352 14.2%	854 34.4%	870 35.1%	397 16.0%	7
Other	671 69.8%	136 14.2%	93 9.7%	58 6.3%	3

Expected values

College	204.165	508.162	368.924	152.749
University	316.175	786.951	571.324	236.55
Matric	409.158	1018.38	739.343	306.116
Other	158.501	394.505	286.409	118.585

Table of chi-squares

College	146.872	33.6874	6.79709	.393087
University	251.831	108.384	.28125	2.14969
Matric	7.98482	26.5339	23.0898	26.9826
Other	1657.12	169.389	130.607	30.9525

QUESTION 13:

1. For the total of 36 museums -

Observed frequencies for	answer 1	94 (1.4%)
	answer 2	205 (3.1%)
	answer 3	94 (1.4%)
	answer 4	6222 (93.4%)
Non-response rate		49 (.7%)
Expected frequency		1653.75
Overall chi-squared		16830.5

2. For the residence variable -

Observed frequencies	answer 1	answer 2	answer 3	answer 4	0
Local	61 3.9%	111 7.1%	19 1.2%	1365 87.2%	9
S.A.	30 .7%	89 2.0%	67 1.5%	4164 95.4%	16
Overseas	3 .4%	5 .7%	8 1.1%	676 94.9%	20
Expected values					
Local	22.1713	48.3523	21.9354	1463.54	
S.A.	61.9685	135.144	61.3092	4090.58	
Overseas	9.86024	21.5037	9.75534	650.881	
Table of chi-squares					
Local	68.0009	81.1696	.392822	6.63482	
S.A.	16.492	15.7556	.35889	1.31785	
Overseas	4.773	12.6663	.31585	.969421	

3. For the education variable -

Observed frequencies	answer 1	answer 2	answer 3	answer 4	0
College	20 1.6%	33 2.7%	15 1.2%	1166 94.4%	1
University	13 .7%	24 1.3%	18 .9%	1827 95.5%	31
Matric	38 1.5%	96 3.9%	48 1.9%	2291 92.4%	7
Other	21 2.2%	51 5.3%	12 1.2%	871 90.6%	6
Expected values					
College	17.3484	38.4682	17.537	1160.65	
University	26.4584	58.6687	26.746	1770.13	
Matric	34.7671	77.0923	35.145	2326.	
Other	13.426	29.7708	13.572	898.231	
Table of chi-squares					
College	.405277	.777301	.367011	.024693	
University	6.84581	20.4865	2.85997	1.82729	
Matric	.300616	4.63731	4.70196	.526524	
Other	4.27266	15.1383	.182074	.825554	

QUESTION 14:

1. For the total of 36 museums -

Observed frequencies for	answer 1	1565 (23.5%)
	answer 2	4366 (65.5%)
	answer 3	712 (10.7%)
Non-response rate		21 (.3%)
Expected frequency		2214.33
Overall chi-squared		3300.46
		DF - 2

2. For the 24 up-country museums -

Observed frequencies for	answer 1	910	(22.5%)	
	answer 2	2828	(69.9%)	
	answer 3	294	(7.3%)	
Non-response rate		15	(.4%)	
Expected frequency		1344		
Overall chi-squared		2599.04		DF - 2

3. For the 12 city museums -

Observed frequencies for	answer 1	655	(25.0%)	
	answer 2	1538	(58.8%)	
	answer 3	418	(16.0%)	
Non-response rate		6	(.2%)	
Expected frequency		870.333		
Overall chi-squared		800.558		DF - 2

4. For the education variable -

observed frequencies	answer 1	answer 2	answer 3	0
College	282 22.8%	800 64.8%	152 12.3%	1
University	326 17.0%	1297 67.8%	288 15.1%	2
Matric	576 23.2%	1702 68.6%	197 7.9%	5
Other	369 38.4%	533 55.5%	55 5.7%	4

Expected values

College	291.379	812.785	129.835
University	451.237	1258.7	201.066
Matric	584.412	1630.18	260.407
Other	225.972	630.337	100.691

Table of chi-squares

College	.301915	.201111	3.78376
University	34.7583	1.16557	37.5871
Matric	.121071	3.16405	15.4393
Other	90.5282	15.0307	20.7333

QUESTION 15:

1. For the total of 36 museums -

Observed frequencies for	answer 1	1235	(18.5%)
	answer 2	1913	(28.7%)
	answer 3	2480	(37.2%)
	answer 4	961	(14.4%)

Non-response rate	75 (1.1%)	
Expectancy frequency	1647.25	
Overall chi-squared	852.928	DF - 3

2. For the 24 up-country museums -

Observed frequencies for	answer 1	682 (16.9%)	
	answer 2	1113 (27.5%)	
	answer 3	1554 (38.4%)	
	answer 4	652 (16.1%)	
Non-response rate	46 (.9%)		
Expected frequency	997.75		
Overall chi-squared	550.191	DF - 3	

3. For the 12 city museums -

Observed frequencies for	answer 1	553 (21.1%)	
	answer 2	800 (30.6%)	
	answer 3	926 (35.4%)	
	answer 4	309 (11.8%)	
Non-response rate	29 (1.1%)		
Expected frequency	647		
Overall chi-squared	346.723	DF - 3	
