

# RAMM demographics 2024-25: Visitors

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## General points

1. The data presented in this report, unless stated, is for general (free entry) visitors rather than for ticketed events. Data is collected from face-to-face surveys.
2. We conduct two types of visitor survey to gain demographic data:

- Illuminate – this survey takes place every year, across the whole year and is carried out by volunteers. On average, 90-100 surveys per month were taken from April 24 – March 25, dependent on volunteer availability.
  - Visitor research carried out by an external market research agency, Power Marketing (PM) - 500 surveys are collected every two years during August, September and October. This tracking survey has been carried out since 2011. The last surveys were carried out in 2023. This report will be updated in Jan 2026 with the results of the 2025 tracking survey
3. This report compares RAMM demographic data with **Exeter** and **Devon** (sum of Torbay UA, East Devon, Exeter, Mid Devon, North Devon, South Hams, Teignbridge, Torridge, West Devon and Plymouth). RAMM's catchment is defined as the area in which approximately 50% of UK visitors live. In 2024-25, RAMM's catchment is Devon.

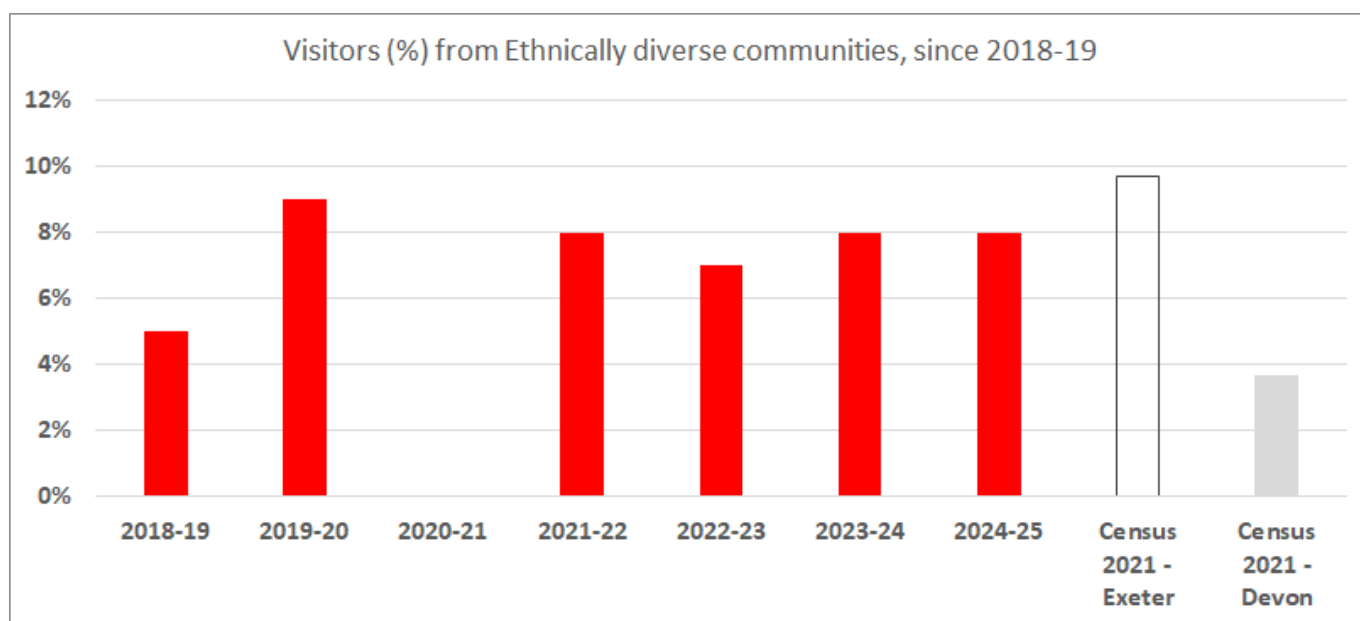


4. [RAMM demographic data](#) are stored in Data and Insight MS-Teams channel. Use filters to select required comparisons.

# Ethnicity

Ethnically diverse communities are those not included in the white ethnic groups.<sup>1</sup>

Since 2018, RAMM has seen similar numbers of visitors from ethnically diverse communities: 5% in 2018-19, **8%** in 2024-25.



Error (calculated at 95% confidence)  $\pm$  3%, sample size in 2024-25, 1123

The percentage of visitors from ethnically diverse communities is similar, within the margin of error, to the percentage in Exeter (9.7%)<sup>2</sup>, but higher than the percentage in Devon (4.2%)<sup>3</sup>.

RAMM has a similar proportion of visitors from ethnically diverse communities compared with the South West region (7%) and visitors to other arts organisations in the South West (6%).<sup>4</sup>

<sup>1</sup> for more information see [Ethnic group, national identity and religion - Office for National Statistics \(ons.gov.uk\)](https://ons.gov.uk/people-and-population/ethnicity).

<sup>2</sup> ONS Census 2021

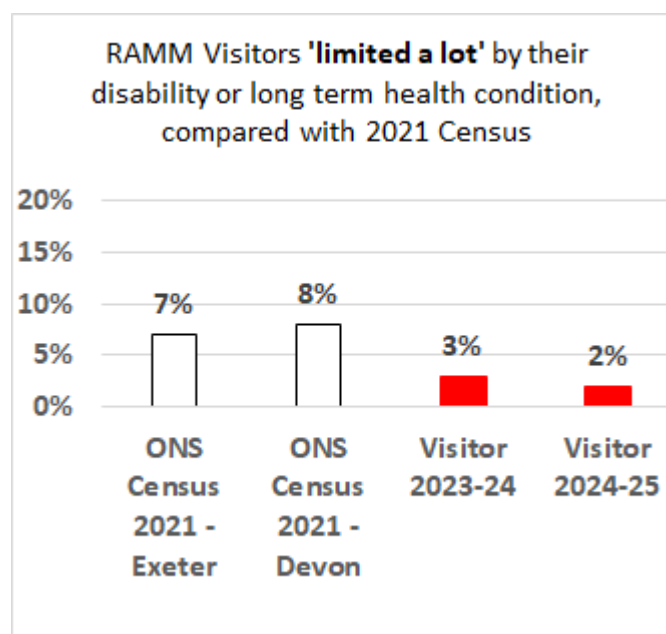
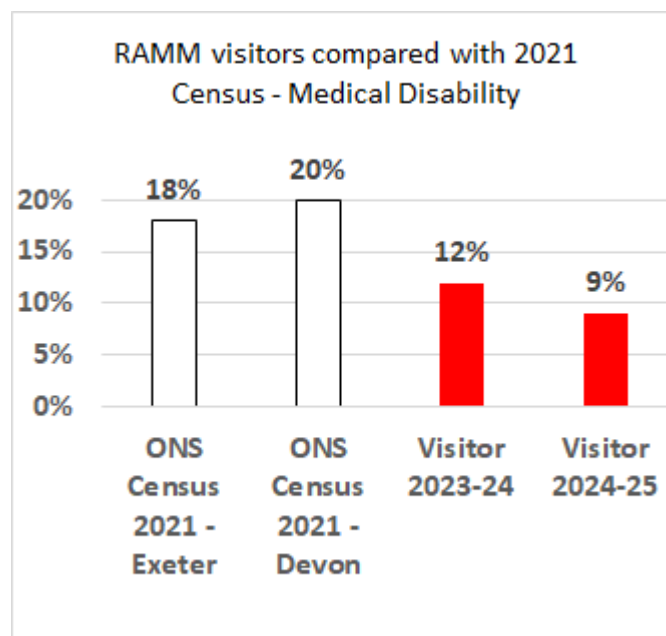
<sup>3</sup> ONS Census 2021

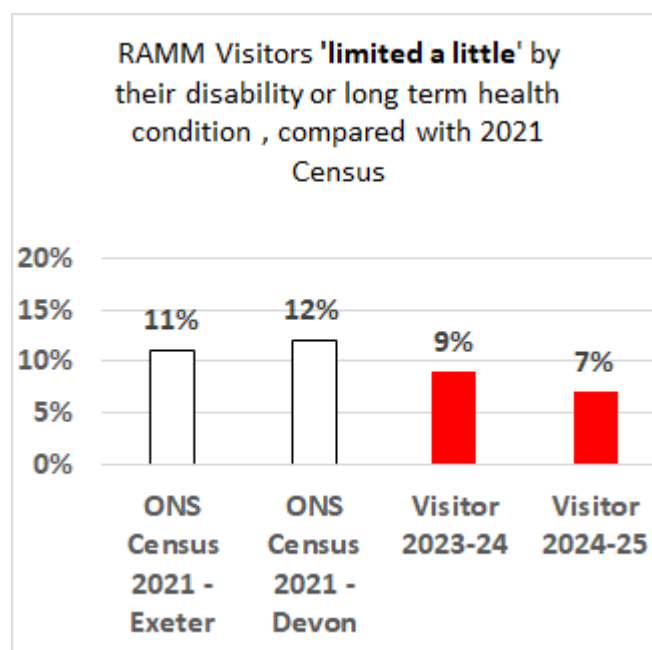
<sup>4</sup> Audience Finder data is no longer being collected by ACE funded organisations, we await benchmarking from Illuminate (this was to be available post 2024-25 when survey data becomes mandatory, but is now likely to take much longer as the survey is no longer mandatory for NPOs)

# Disability

RAMM had fewer visitors in 2024-25 limited by disability (**9%**) than the wider population in Exeter (18%) and Devon (20%). The nine percent is made up of:

- **7%** of visitors limited 'a little' by disability, this is lower than those resident in Exeter (11%)
- **2%** of visitors limited 'a lot' by disability, this is lower than those resident in Exeter (7%) and understandable due to the survey being collected for in person visits.





Error (calculated at 95% confidence)  $\pm$  3%, sample size, 1119

The percentage of visitors with disabilities is lower in 2024-25 than in 2023-24 where it was 9% for those limited a little and 3% for those limited a lot. The difference is within the margin of error of  $\pm$ 3%.

To help us understand whether there are any barriers to those with disabilities enjoying a visit to the museum, two additional questions were added to the 2024-25 survey:

1. A general question about whether visitor's enjoyment was affected by accessibility issues,
2. A question was asked to help us identify visitors' requirements, giving a range of suggestions and options to describe other requirements.

Over 96% of visitors surveyed (sample size 1184) answered *No, they did not experience any barriers to enjoying the museum due to accessibility issues*. Those who did were asked to provide feedback on their specific needs. Further results and conclusions are shown in this report [2025-08 Research on visitor accessibility needs.docx](#)

## Notes on Disability Questions

In 2025-26, ACE combined the medical and social form of disability question. We ask:

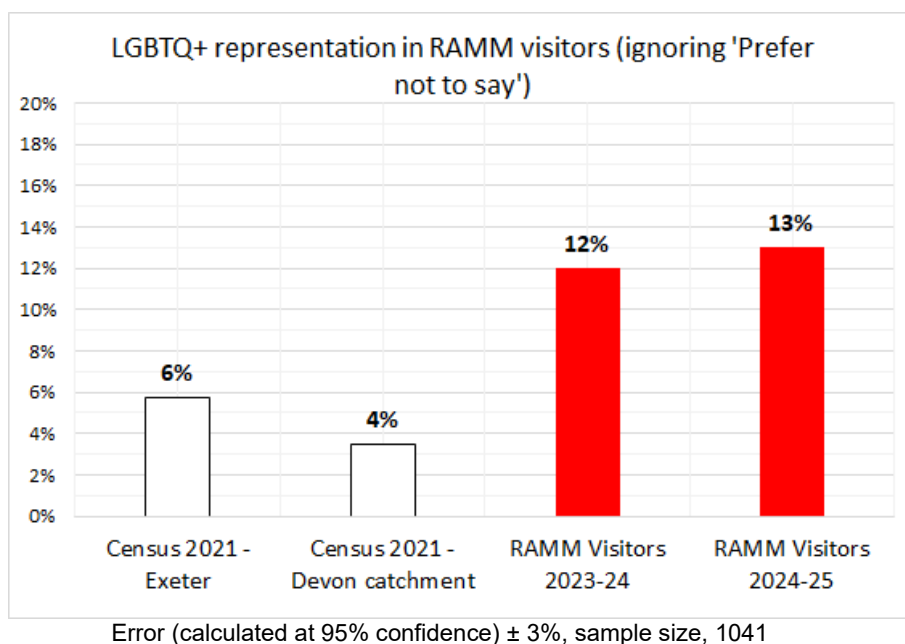
*‘Do you have a long-term health condition or have any physical or mental health conditions or illnesses lasting or expected to last more than 12 months or identify as disabled or D/deaf’.*

This is not the same as the census question, but is similar enough to make a legitimate comparison. At RAMM we also ask a secondary question, the same as the one in the 2021 Census, to determine how much a person is limited by their disability.

During 2024-25, RAMM’s engagement team ran events attended by more than 250 people, where many of the attendees have disabilities. These visitors are not surveyed as part of a general visit. Work is being carried out to assess the percentage of attendees to our engagement programme that have disabilities.

## Sexual orientation

The percentage of visitors who identify as LGBTQ+ is **13%**, higher than in the local populations of Exeter (5.8%) and Devon (3.5%)<sup>5</sup>.



Percentages are calculated by ignoring those who declined to answer the question or selected prefer not to say, which was 8% for RAMM Visitors (lower than in 2023-24 where it was 11%).

### Notes on Sexual Orientation Question

In 2023-24 visitors were asked to identify their sexual orientation in an anonymous survey. This was the first year this question was asked of visitors. The question in the ONS census asked respondents to elect one four categories: Straight/Heterosexual, Gay or Lesbian, Bisexual and Other. The largest category in the ONS category other was Pansexual. This is not a category in ACE reporting and has been included in 'Other' (incl. queer).

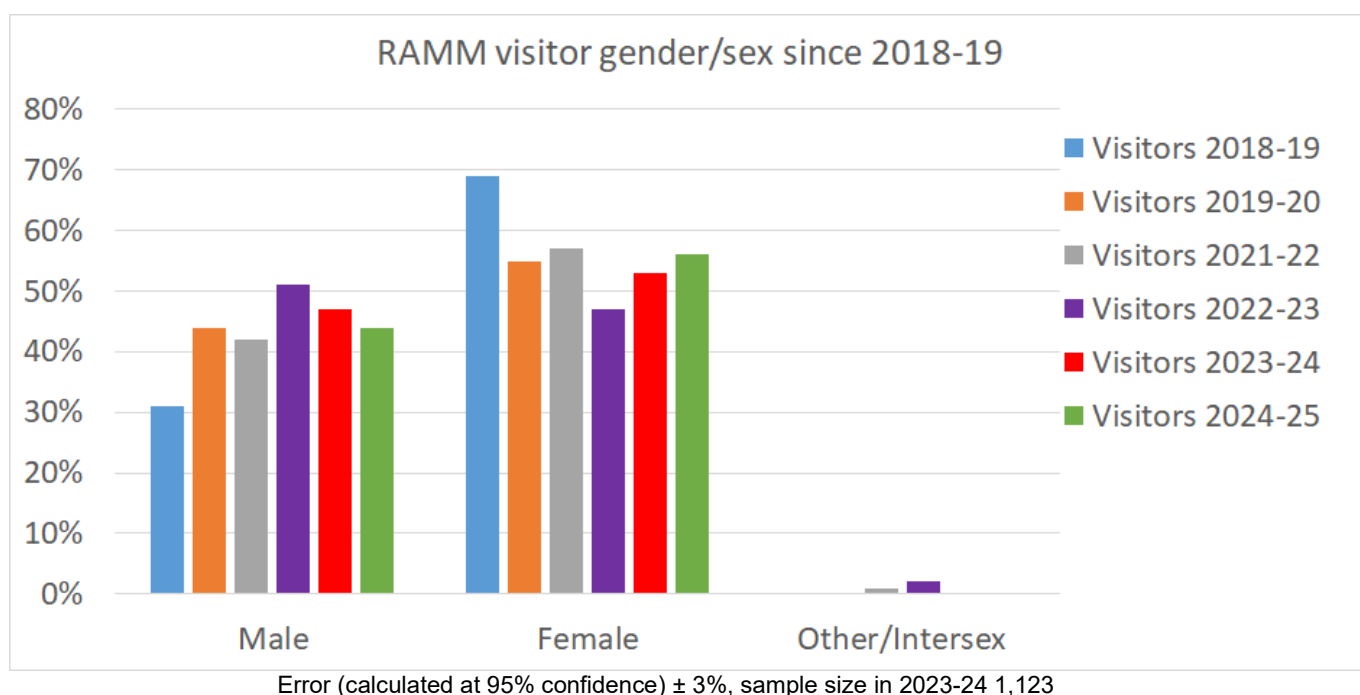
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<sup>5</sup> Unlike most other questions in the ONS 2021 census, the question on sexuality can be 'Not answered' and we adopt a similar approach with RAMM people surveys.

# Gender

Between 2018-19 and 2024-25 there has been an overall increase in male visitors. Since 2022-23 there has been a small decline in male visitors but not to 2018-19 levels.

2024-25 - 44±3% male, 56±3% female  
2018-19 - 31±3% male, 69±3% female,



RAMM visitors remain more representative of gender than local populations and other arts organisations in the South West:

Other arts organisations in South West - 61% female: 38% male<sup>6</sup>

## Notes on gender question

The format of the mandatory ACE questions on sex and gender have changed nearly every year over the last seven years.

- In 2018-19- 'Are you? (male or female).

<sup>6</sup> This is 2019 audience finder data. Illuminate insights data was not available at the time of writing

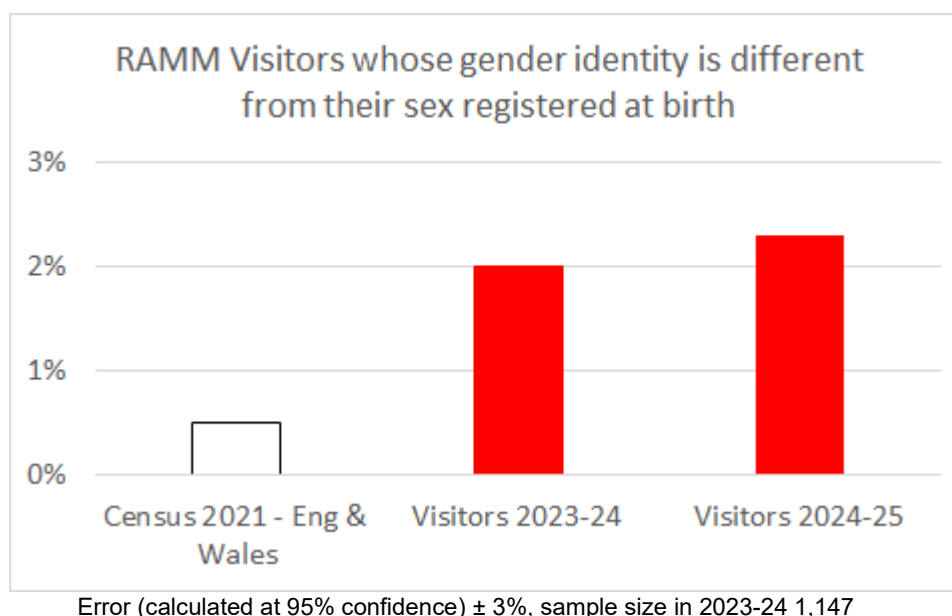


- In 2019-20 and 2020-21 - *'Which of the following best describes how you think of your gender identity? (male, female or in another way*
- In 2022-23 – there are separate questions for sex (male, female) and gender (male, female, in another way)
- In 2023-24 – ACE sex categories were male, female and intersex (rather than male and female only)
- In 2024-25 – ACE sex categories were male, female, in another way
- In 2024-25 – ACE removed the gender identity question but RAMM kept it in the survey

In the 2011 Census, there was one question on sex: *'What is your sex (male or female)'*. In the 2021 Census there was an additional question: *'Is the gender you identify with the same as your sex registered at birth (yes/no, with options to select trans woman, trans man, non-binary, all other gender identities)*. This question was optional so 'Not answered' numbers were recorded.

# Gender Identity

In 2024-25, 2% of visitors identified as a different gender from the sex they were registered at birth. This is more than in the population of England & Wales (2021 ONS Census), however the low numbers are more than the margin of error, so it is impossible to know whether RAMM visitors are more or less representative than the local population.



## Notes on Gender identity Question

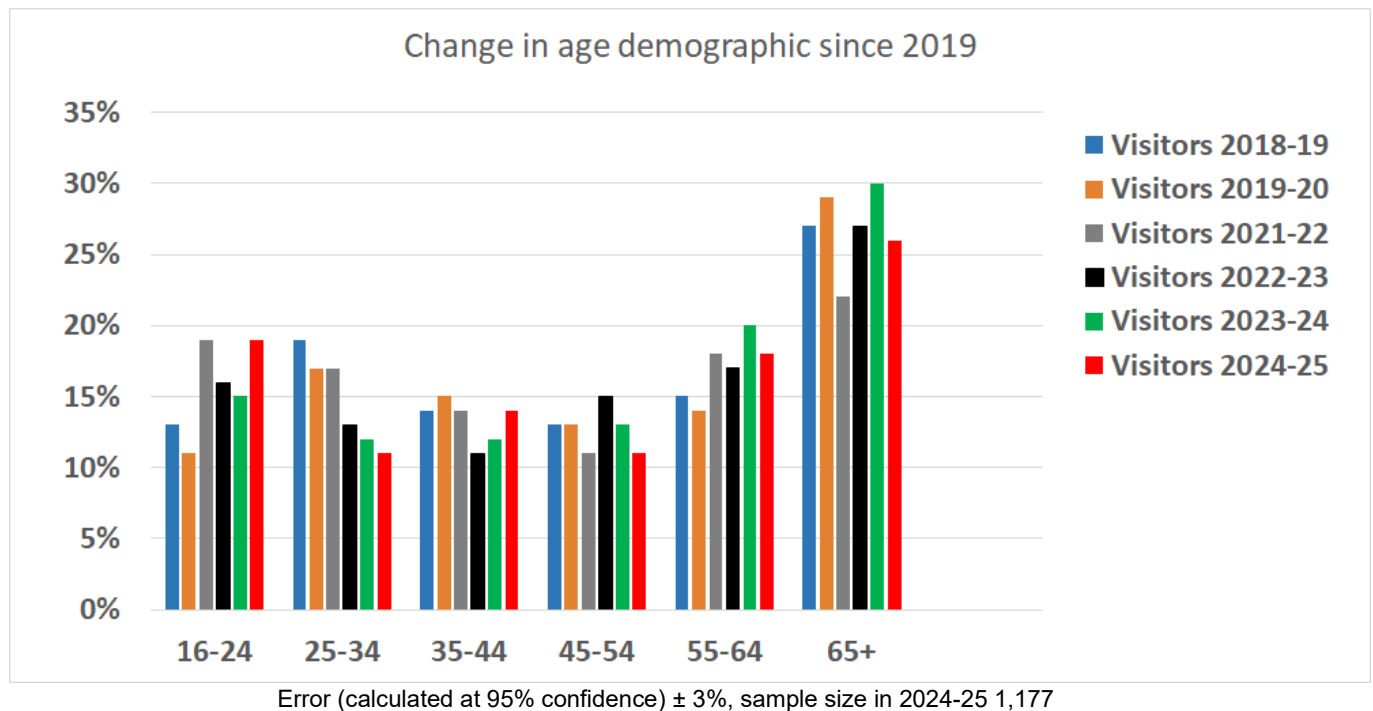
Gender identity refers to a person's sense of their own gender, whether male, female or another category such as non-binary. This may or may not be the same as their sex registered at birth. A question on gender identity was added to the 2021 Census to provide the first official data on the size of the transgender population in England and Wales. The question was voluntary and was only asked of people aged 16 years and over. People were asked '*Is the gender you identify with the same as your sex registered at birth?*' and had the option of selecting either "Yes" or selecting "No" and writing in their gender identity.

## Age

In 2024-25 there was an increase in visitors aged between 16-24 years-old from 15% to 19%. The only year we have seen such large percentages in the younger age range was in 2021-22 post Covid, which corresponded to large decrease in older visitors.

In 2024-25 there was a small decrease in visitors aged 65+ years-old (26% compared with 30%) but not as large as the decrease seen post Covid.

There has been a decline in the percentage of visits from 25–34 year-olds since 2018-19 and 45-54 year-olds since 2023-24.

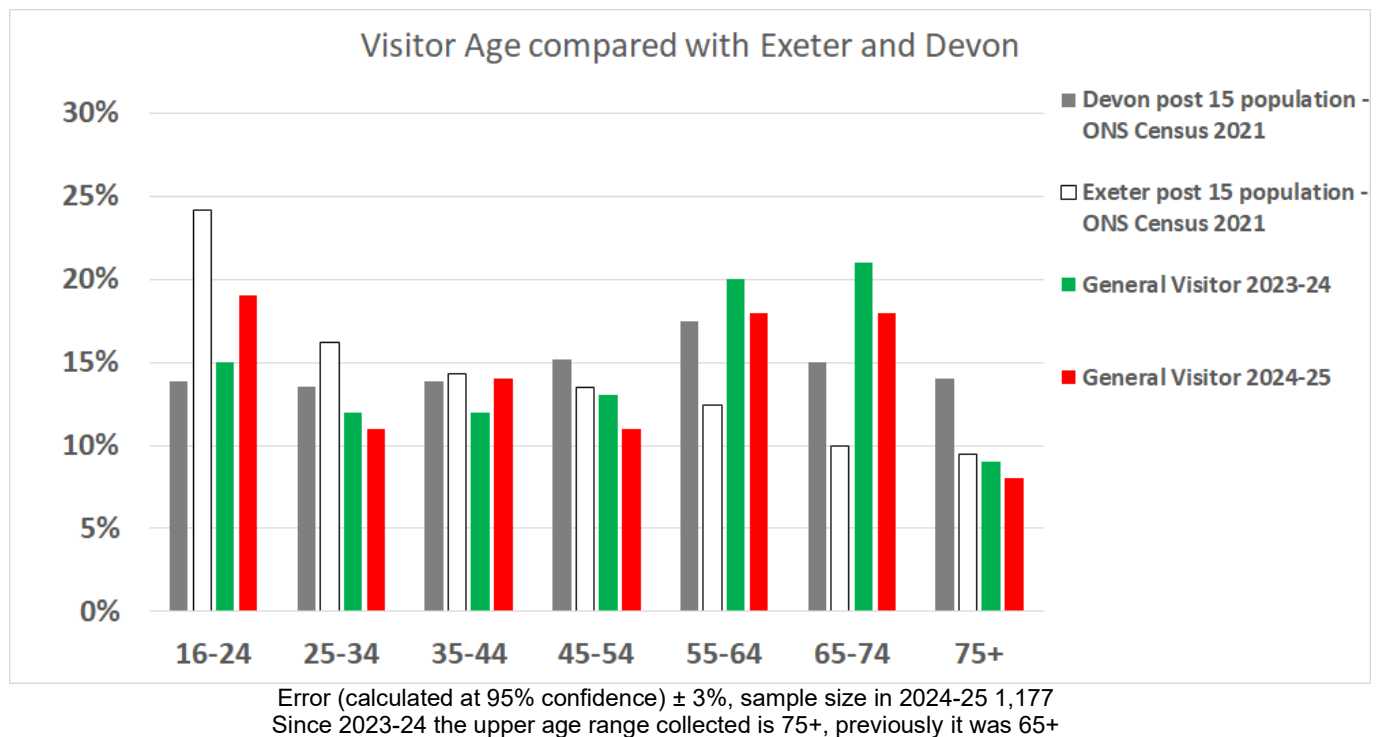


Visitors from age groups 55-64 and 65-74 years old are over-represented compared to Exeter. Visitors from age groups 16-34 and 45-54 years old are under-represented (see chart below).

The percentage of visitors aged between 16-24 years old are 5% fewer than those in Exeter and 5% more than those in Devon.

The percentage of visitors aged between 65-74 years old is 8% more than those in Exeter and 3% more than those in Devon. The percentage of visitors who are

75+ years old is similar to those in Exeter and lower than in Devon (because of an older population in Devon).



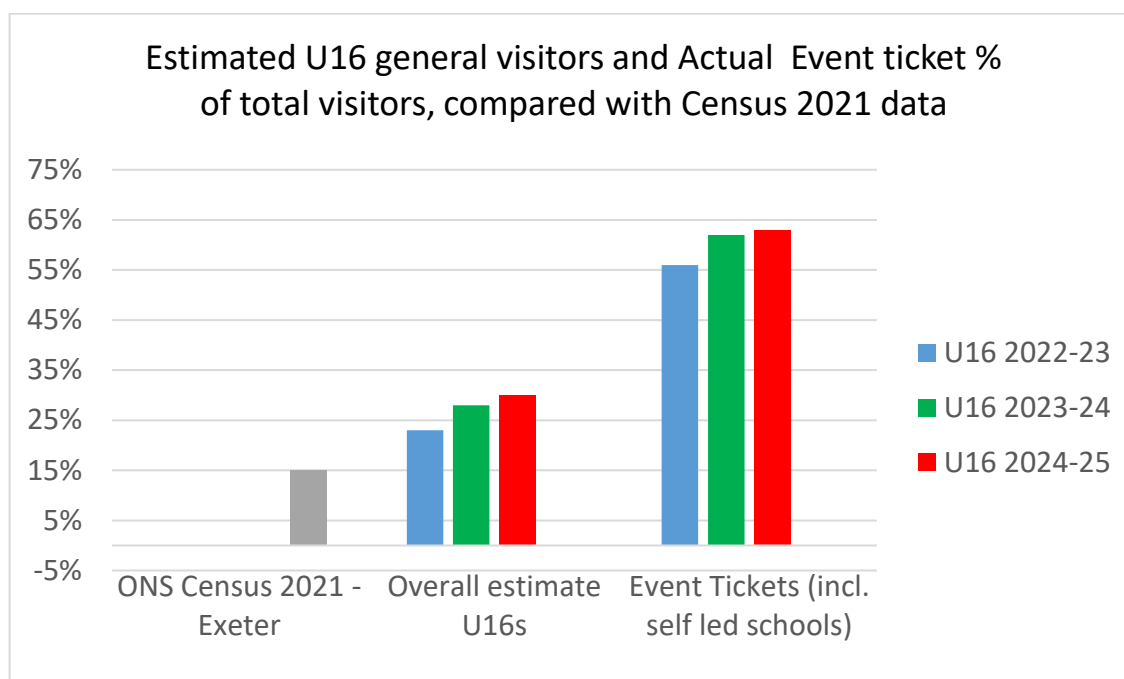
## Notes on Age Question and Analysis

The age of visitors is determined by a survey which only includes over 15s, Therefore, 2021 census data for Exeter and the Devon catchment has been recalculated with over 15s as 100% of the population.

## Under 16-year-old (U16) visitors

We estimate that **30±6%** of visitors to RAMM are under 16 years old (U16).

Estimated visits from U16s are higher than the proportion of U16s in Exeter and Devon (both 16%) and have increased since last year due to increase in museum led and self-led schools visits, without a corresponding increase in general visits.



Error estimated as ± 6%, sample size in 2024-25 General visit 979, Event tickets 27,000 incl. self-led visits

## Notes on calculation method to estimate percentage of Under 16s

No single data collection method takes a representative sample of the whole visitor population, which includes exhibitions (permanent and temporary), events, engagement and schools. The U16 percentage is therefore an estimate based on:

- Ticket sales including schools work (ticket types) – **63% U16**
- General visitors with U16s in their group (ongoing general survey carried out by volunteers all year round) **17% U16**
- RAMM estimates using RAMM visits and ticket sales – **24% U16**
- General visitors surveyed who have U16s in their group (summer/autumn, Power Marketing 2023) **36% U16**
- **Estimate is calculated as an average of RAMM estimate and power marketing result.**

The U16 estimate uses 2023 Power Marketing data and will be adjusted once the 2025 results are analysed.

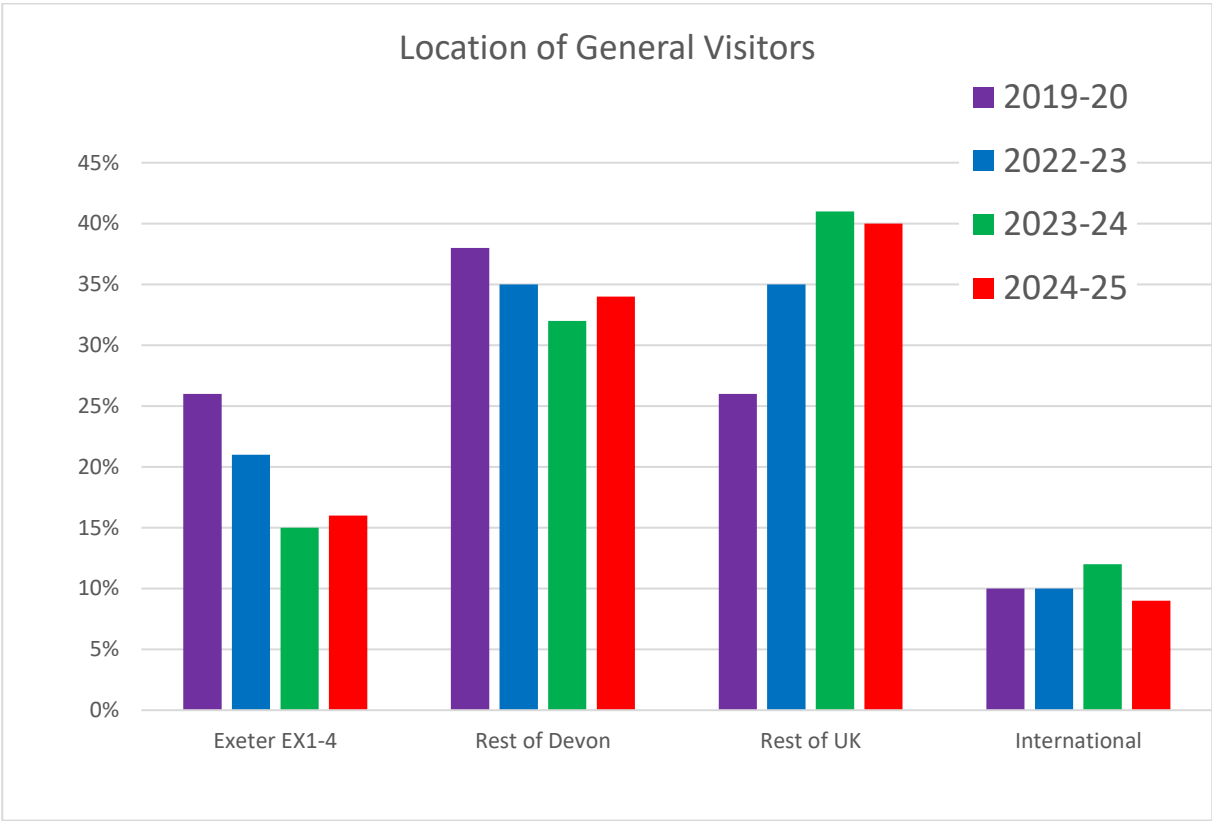
There is an increase from 13% to 17% in the number of general visitors with U16 in their group from 2023-24 to 2024-25. The data is gathered all year round by RAMM volunteers who have worked hard to approach families with U16s in their groups, we believe this is the reason for the increase.

# Where visitors live

In 2024-25, 50% of general visitors live in Devon and Exeter, with 16% living in Exeter postcode areas (EX1-4 postcodes). 50% of general visitors come from outside Devon and overseas.

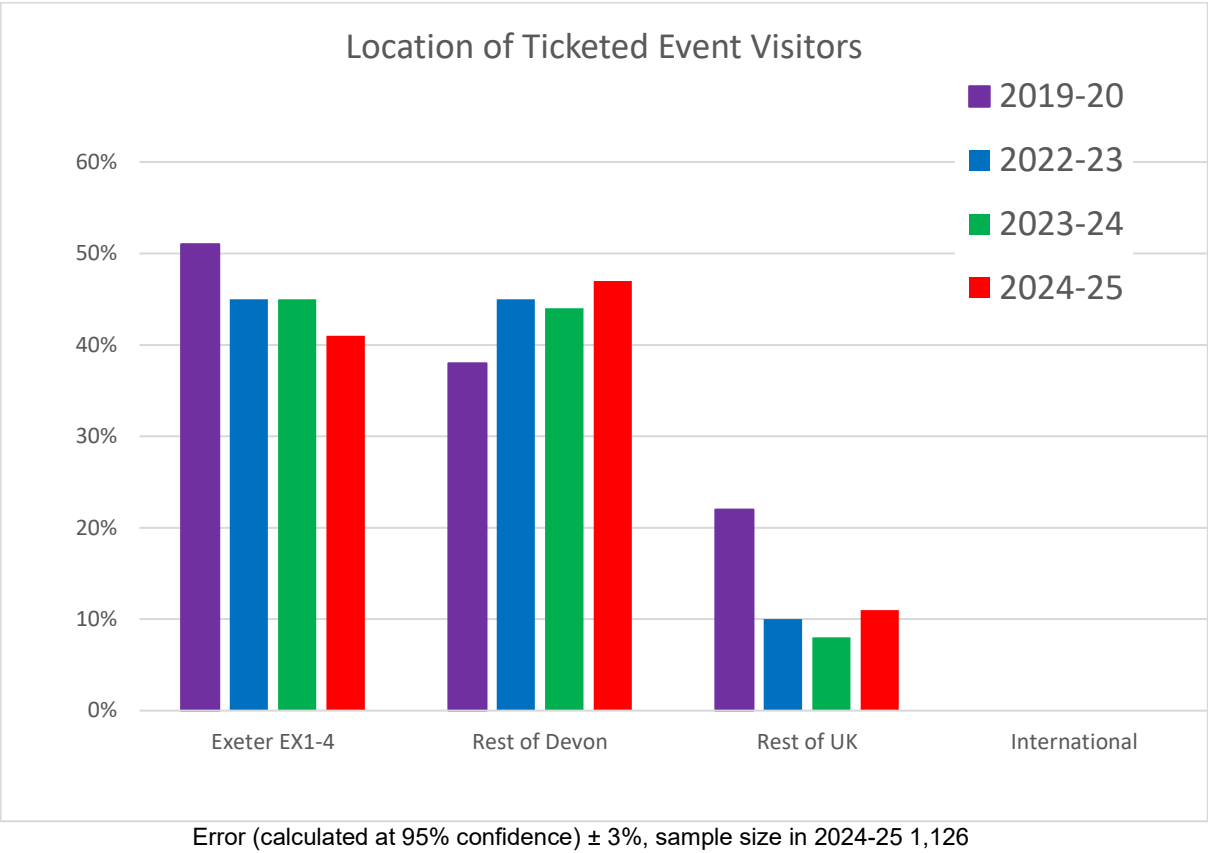
There has been an overall reduction in the percentage of local visitors attending RAMM for general visits.

In 2019-20, 64% were from Exeter and the rest of Devon (26% from Exeter). In 2024-25, 50% were from Exeter and the rest of Devon (16% from Exeter).



Error (calculated at 95% confidence) ± 3%, sample size in 2024-25 1,126

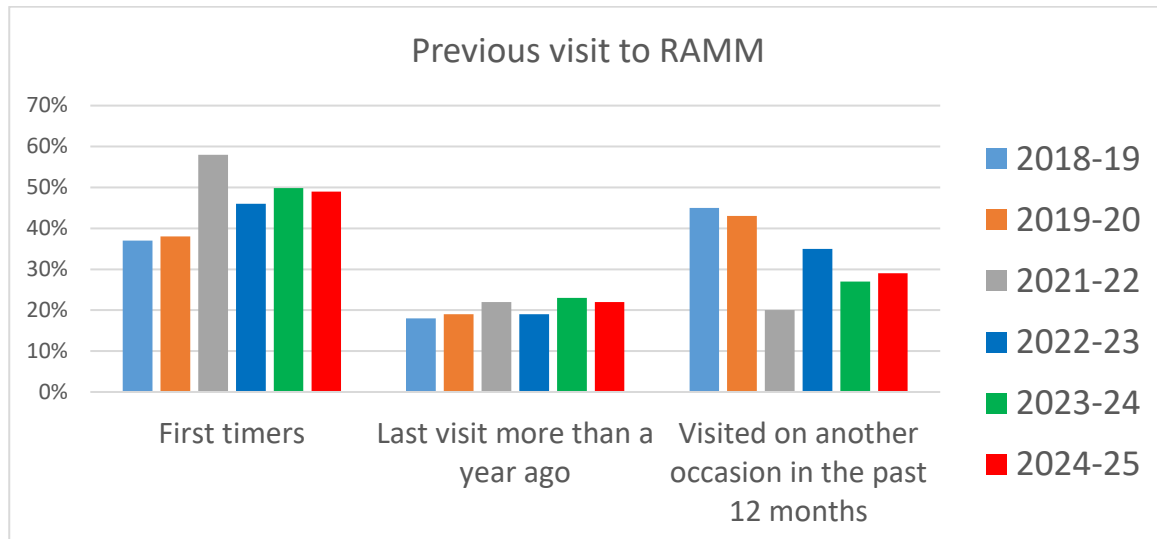
For ticketed events, 88% of visitors live in Devon (41% from Exeter) with very few visitors from overseas booking events (though this may not tell the whole story as most overseas visitors buy tickets in person, without creating a Spektrix account).





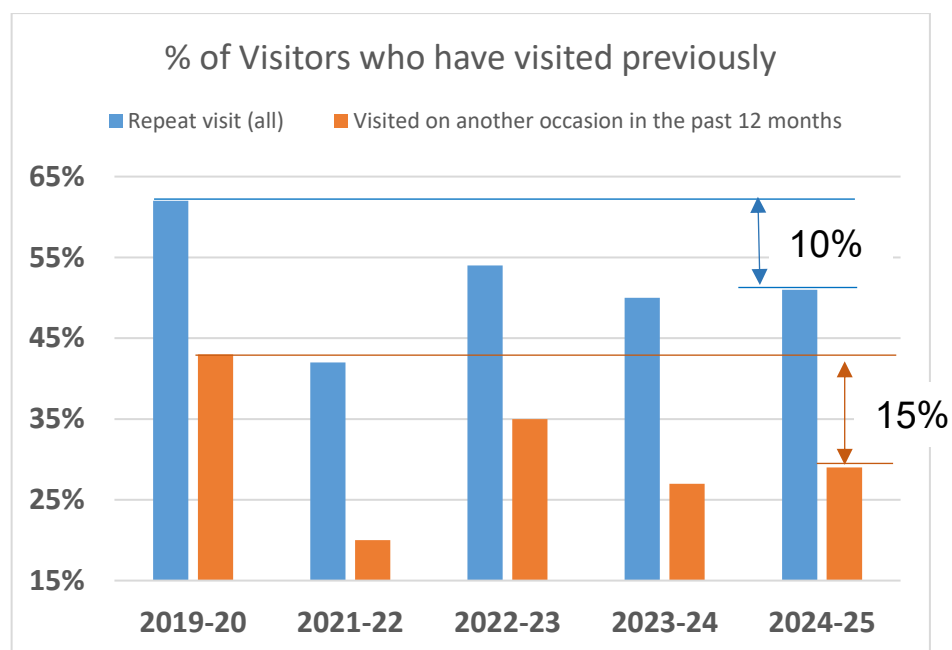
## Previous attendance – repeat visits

The percentage of first-time visitors increased in the year following Covid but has not returned to pre-Covid levels. We now see 10% more first time visitors than pre-Covid.



Error (calculated at 95% confidence)  $\pm$  3%, sample size in 2024-25 1,186

Since 2019-20 the percentage of visitors who have visited previously (at any time) has declined by approximately 10%, and the percentage of visitors who have made multiple visits in a single a year has declined even more, by around 15%.



Error (calculated at 95% confidence)  $\pm$  5%, sample size in 2024-25 174

The increased percentage of first-time visits, along with reduced visit numbers in 2024-25 (191k) compared to 2023-24 (214k) suggests the reason for the reduction is lower multiple visits in a single year.

We have investigated the difference between local repeat visits and all repeat visits, however extracting only Exeter postcodes reduces sample size, leading to a large a margin of error ( $\pm 7\%$ ), too large to make meaningful conclusions. More postcode data is required to understand these trends in more detail.

## Socio-economic status

We have two ways of determining the social-economic profile of RAMM visitors:

- ▶ **By occupation** - since 2023-24, a question about occupation was added to the Visitor Survey.
- ▶ **By postcode** – Using Lower Super Output Areas (LSOAs) to determine the percentage of visitors living in more socio-economically disadvantaged areas.

### Socio-economic status determined by occupation

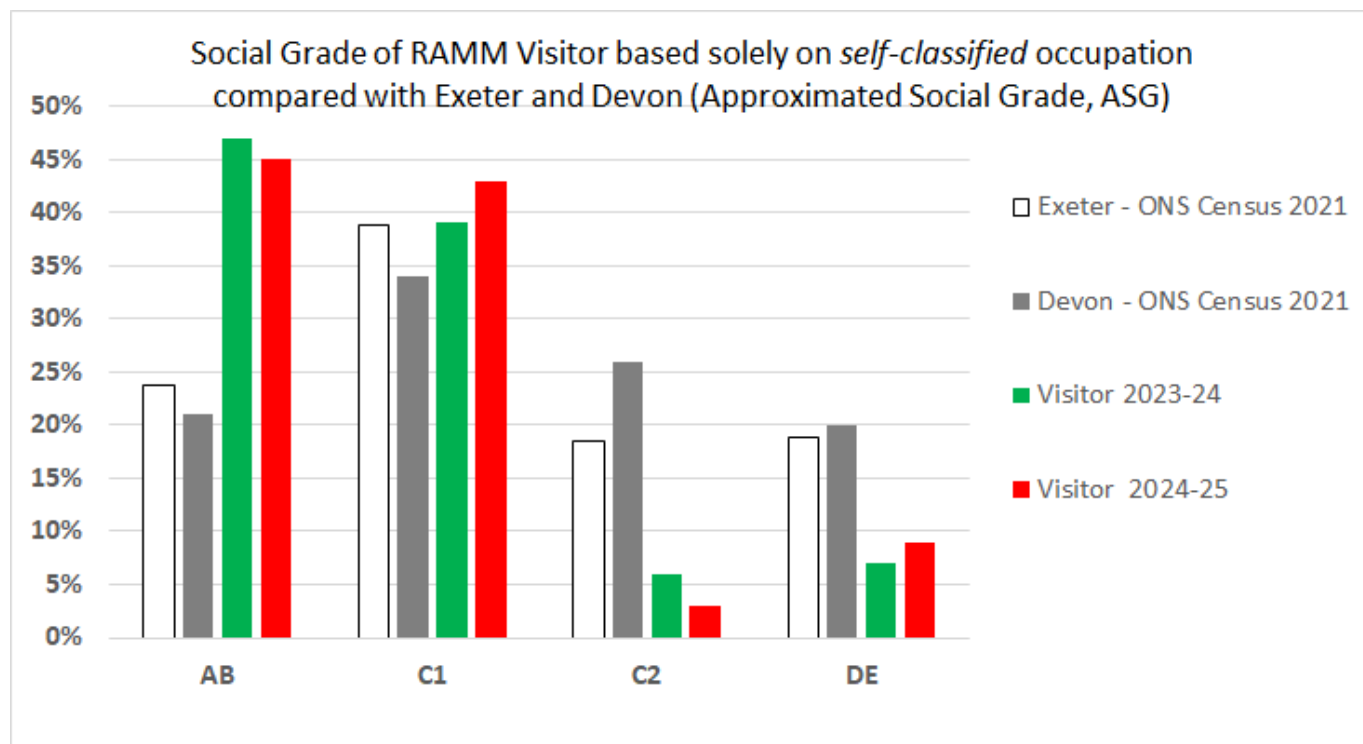
There are two types of social grade classification that RAMM visitor data can be compared with: Approximated Social Grade (ASG) and National Statistics-Social Economic Classes (NS-SEC). The table shows the range of answers a visitor can select for their occupation category and which socio-economic group this corresponds to.<sup>7</sup> For more information and explanation on how social grade classification is carried out please see [2024-09 Social Grade and RAMM data.docx](#)

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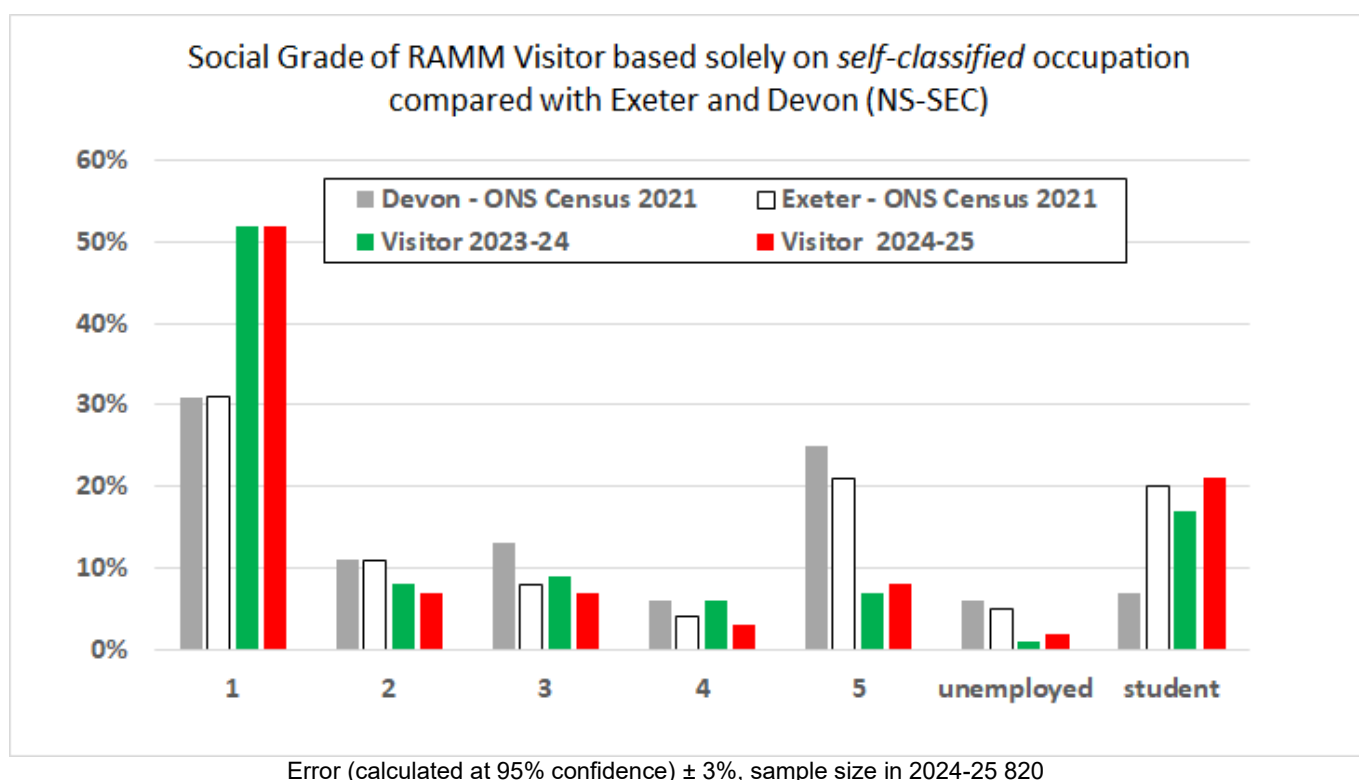
<sup>7</sup> Self-coding occupation is not as accurate as researcher coding, and it may be that visitors are not categorising their occupation correctly. It would be more accurate to ask visitors to describe their occupation and then carry out a post survey analysis. At the moment practically, self-coding occupations is the most efficient option for visitor surveys.<sup>7</sup>

2024-25 Occupation categories in visitor survey	ASG category	NS-SEC five classes
Retired	Retired	Retired
Modern professional & traditional professional occupationse.g. teacher, nurse, social worker, musician, artist, police officer, designer, medic, engineer	AB	1
Senior, middle or junior managers or administratorse.g. chief executive, large business owner, office manager, restaurant manager, bank manager	40% AB & 60% C1	1
Clerical and intermediate occupations e.g. personal assistant, call centre agent, clerical worker, nursery nurse	C1	2
Small business ownerswho employed less than 25 people	C1	3
Technical and craft occupationse.g. mechanic, plumber, electrician, train driver	C2	4
Long term unemployede.g. claimed Jobseeker's Allowance or unemployment benefit for more than a year	DE	unemployed
Routine, semi-routine manual and service occupationse.g. postal worker, caretaker, farm worker, HGV driver, cleaner, labourer, waiter/waitress	DE	5
Short term unemployedclaimed Job seeker's allowance or unemployment benefit for a year or less	DE	5
Full-time educatione.g. studying for a degree or apprenticeship	Student	Student
Not applicablee.g. not currently working and not claiming benefits related to unemployment	n/a	n/a

The charts below show approximate social grade (ASG) and NS-SEC data for RAMM Visitors compared with Exeter and Devon Catchment data from ONS 2021 Census.



Error (calculated at 95% confidence)  $\pm$  3%, sample size in 2024-25 820



Both types of classification are showing that RAMM visitors are over-represented by the higher grades. It is estimated that 20% more RAMM visitors are from AB and NS-SEC Class 1 than in Exeter and Devon, and fewer visitors are from C2 and DE, NS-SEC Classes 4 and 5 than in Exeter and Devon.

In 2025-26 there was a slight decrease in visitors with routine and semi-routine occupations (C2 and 4) and a slight increase in DE social grades including those who are unemployed.

It is well known that museums tend to attract visitors from higher social grades, with people from higher social grades twice as likely to visit museums.<sup>8</sup> This is also what we see at RAMM, but it does not tell the whole story.

Previously we have identified that different RAMM events and engagement activities attract different audience groups, based on postcode (page 23-25 in [2023-09-15 RAMM demographics 2022-23.docx](#)). It is more challenging to collect occupation rather than post-code data and far fewer people attend RAMM events than come for a free general visit. Work is underway to survey visitors to different events as well as general visits to confirm our view (based on postcode data) that

<sup>8</sup> <https://www.museumsassociation.org/museums-journal/opinion/2021/04/are-museums-failing-those-who-need-support-most/#>

there are likely to be fewer visitors from AB grades to our events and engagement programmes than in general visits.

Similarly we have an active schools programme with visits from many schools in socially disadvantaged areas but do not survey the occupations of the parents of the school children who visit.

## **Socio-economic status determined by postcode area**

We have carried out an analysis of RAMM visitors based on postcodes collected during general visits (by survey) and event tickets (bought online or in person).

These postcodes provide information about the socio-economic status of visitors using their Lower Super Output Area (LSOA).

LSOAs are small geographic units used in England for statistical reporting. Each LSOA typically contains around 1,500 residents or 650 households. They were created to improve the reporting of small-area statistics and are more granular than wards or districts. Each LSOA has an Index of Multiple Deprivation (IMD) and this data from 2019 is available from [English indices of deprivation 2019: Postcode Lookup](#)

IMD is the UK government's official measure of relative deprivation for small areas.<sup>9</sup> It ranks every LSOA in England from 1 (most deprived) to 32,844 (least deprived). The IMD is calculated using seven weighted domains:

- Income (22.5%)
- Employment (22.5%)
- Education, Skills and Training (13.5%)
- Health Deprivation and Disability (13.5%)
- Crime (9.3%)
- Barriers to Housing and Services (9.3%)
- Living Environment (9.3%)

Each LSOA receives a decile score from 1 to 10:

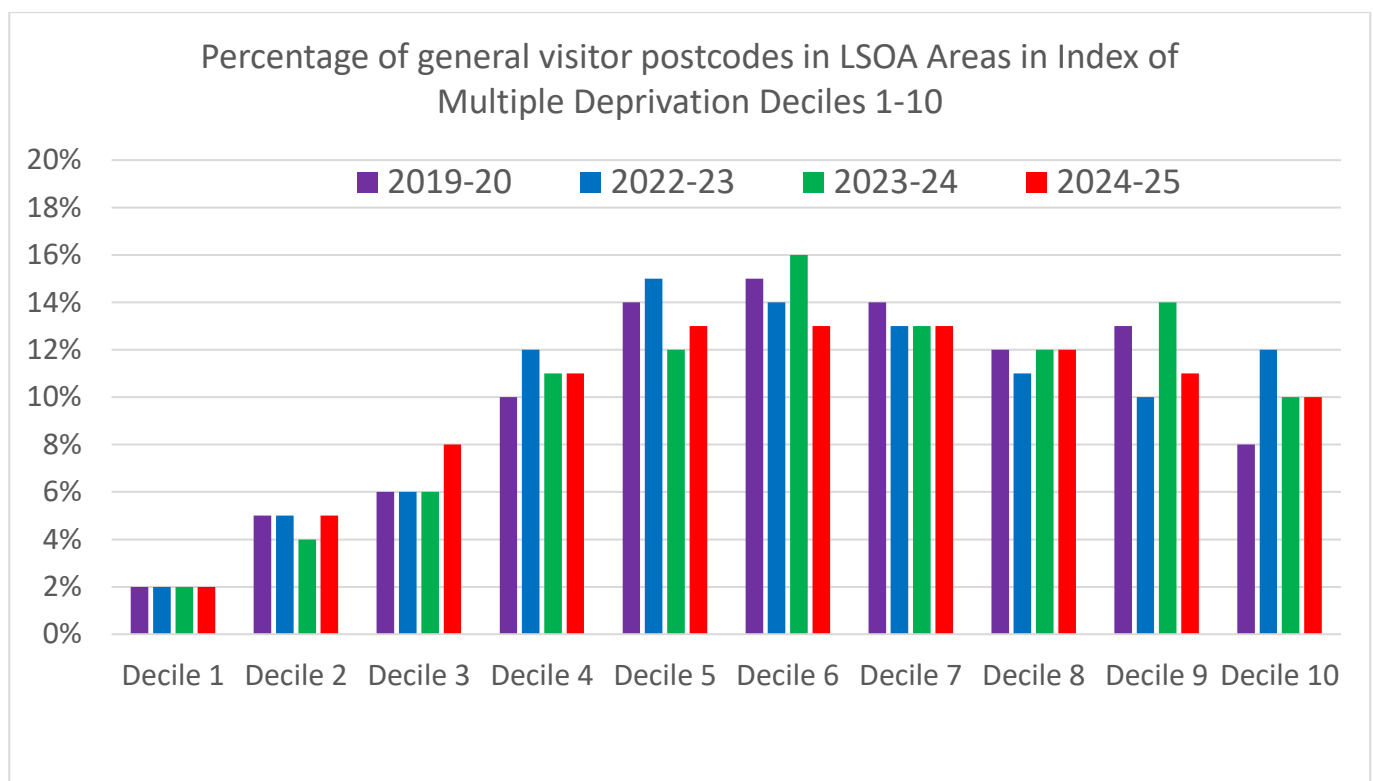
- Decile 1 = among the 10% most deprived areas
- Decile 10 = among the 10% least deprived areas

The chart below shows the percentage of RAMM visitors from across England in each IMD decile in 2019 (pre-Covid and the last three years).

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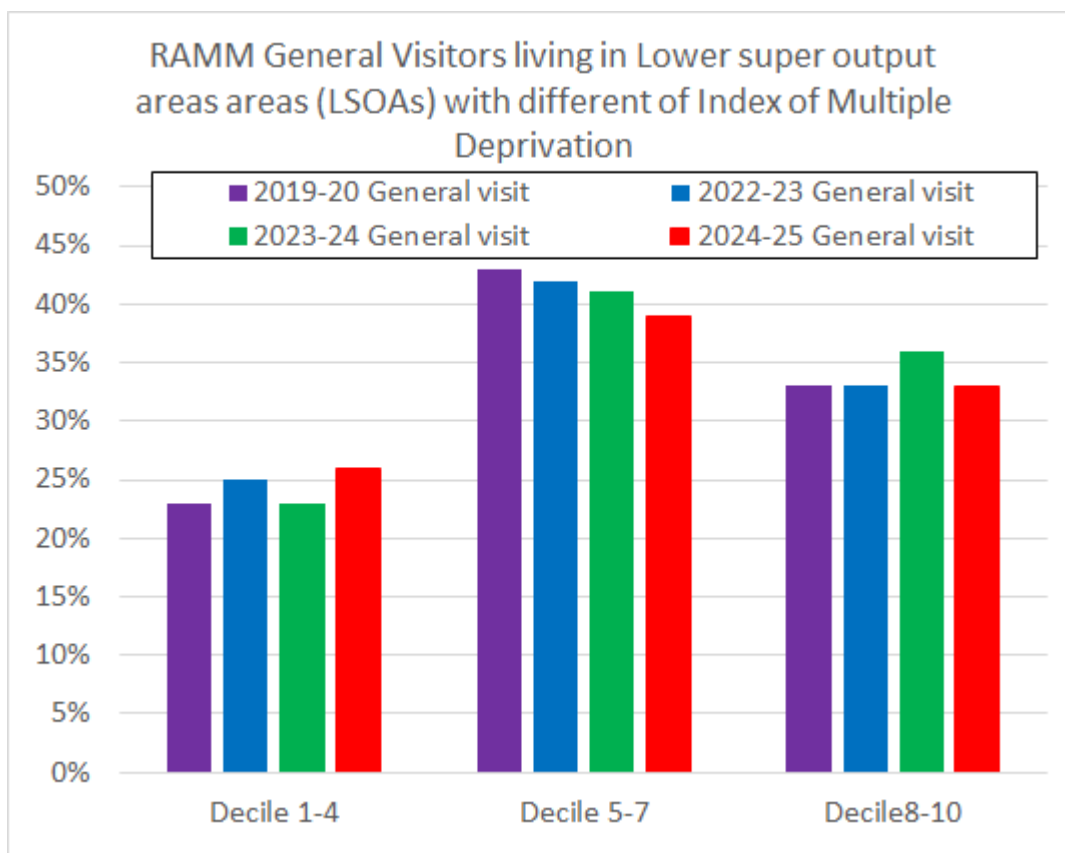
<sup>9</sup> [English Indices of Deprivation 2019 FAQs](#)

The chart below shows that RAMM attracts visitors who live in areas with different multiple indices of deprivation, ranging from the most disadvantaged (IMD decile 1) to the least disadvantaged (IMD decile 10). Visitors from areas in deciles 1-4 make up around 25%, those from middle deciles 5-7 make up around 40%, and those from the deciles 8-10 (least deprived) make up around 35%.



Decile 1 = among the 10% most deprived areas, Decile 10 = among the 10% least deprived areas

Error (calculated at 95% confidence)  $\pm$  3%, sample size in 2024-25, 930



Decile 1 = among the 10% most deprived areas, Decile 10 = among the 10% least deprived areas

Error (calculated at 95% confidence)  $\pm$  3%, sample size in 2024-25, 930

### Exeter visitors postcode

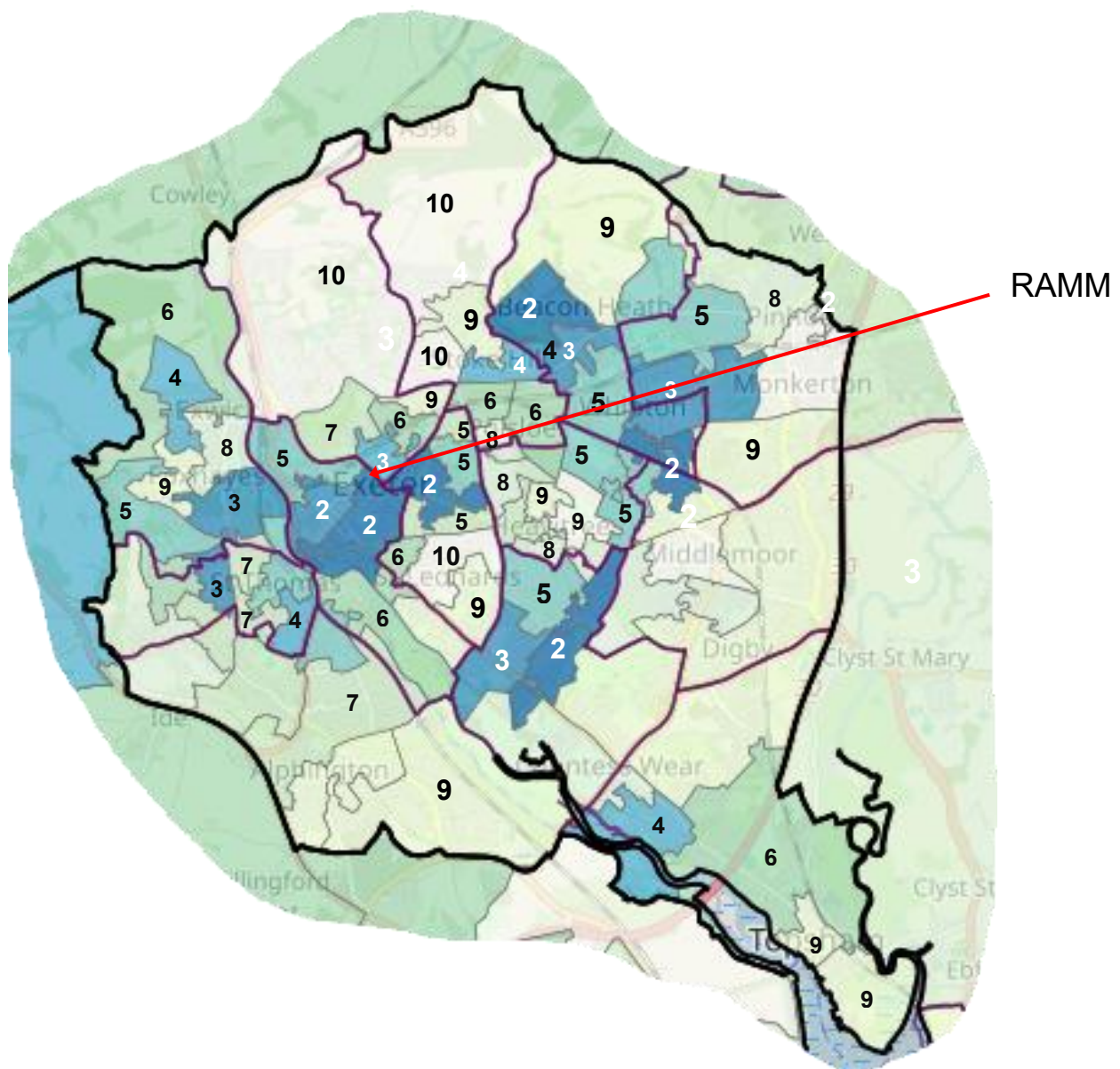
Previously we have categorised Exeter postcode data by Exeter's Wards, but this data did not provide detailed insight, as a single ward can contain different LSOAs (e.g. St.Leonards & Newtown areas contain LSOAs in IMD decile 5 and IMD decile 10).

Therefore, rather than using wards to categorise the postcodes, this year the percentage of RAMM visitors living in each IMD Decile were calculated.

The picture below shows Exeter's LSOAs and Wards the darker the area the higher the ranking of deprivation. Exeter does not have any areas in the top 10% most deprived in England. For more information see the online mapping tool [Indices of Deprivation 2015 and 2019](#).



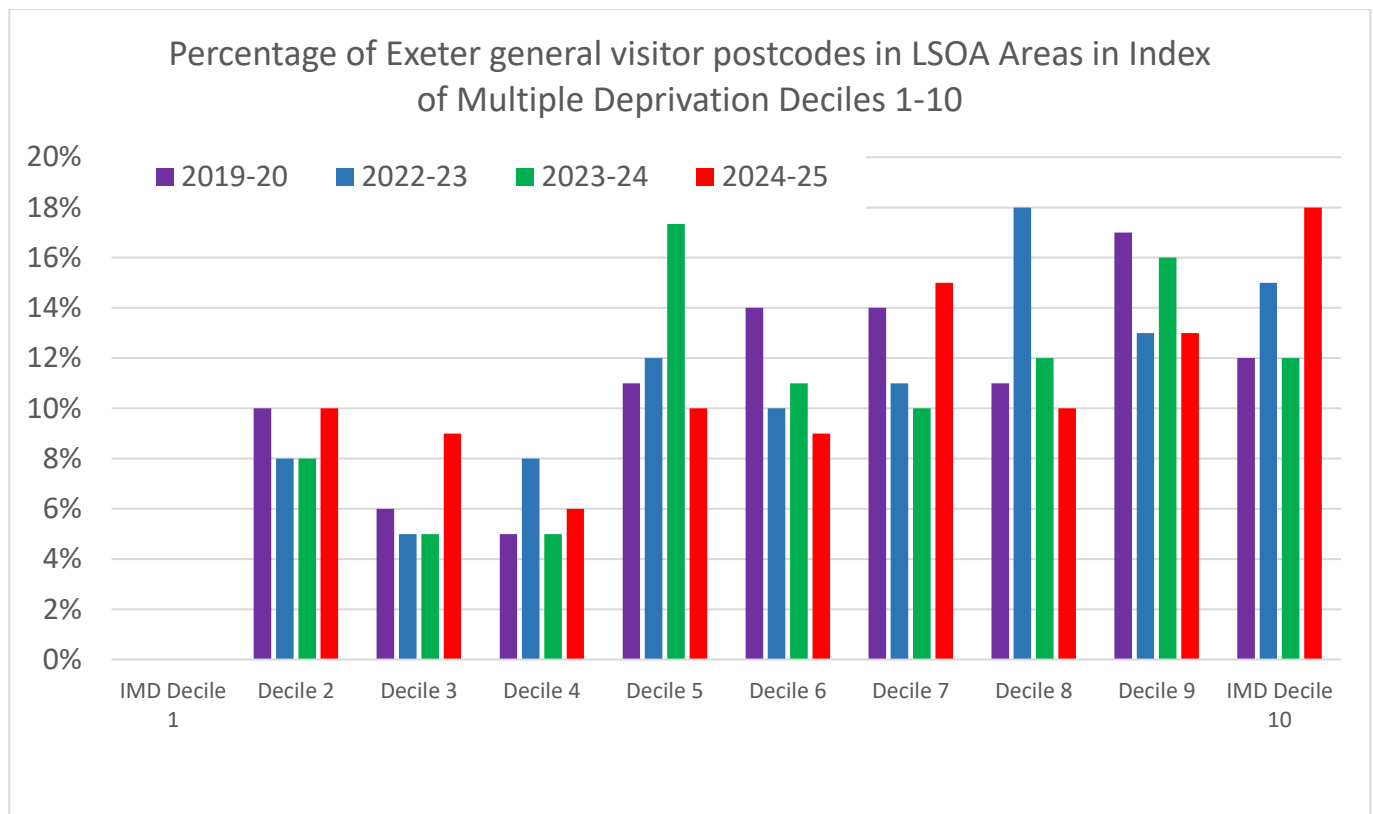
**2019<sup>10</sup> LSOA areas overlaid with Index of Multiple Deprivation (IMD) Decile,** purple lines are Exeter council wards. There are 74 LSOAs, 6 are among the 20 percent (deciles 1 & 2 ) most income-deprived in England. Of the 74 LSOAs in Exeter, 12 are in the 20 percent least income deprived (deciles 9 &10)



The chart below shows the IMD Decile profile for visitors in 2019-20 (pre-Covid) and the last three years.

<sup>10</sup> 2025 IMD data should be released in 2026

In 2024-25, there was a slight increase in percentage of visitors from IMD deciles 2, 3 and 4 compared to previous years. We pleased about this uplift in Exeter visitors from more deprived areas but are tentative about whether this is an actual change in demographic or an improvement in our surveying method. The margin of error for this analysis is quite large as the number of postcodes collected are small for EX1-4 postcodes only.



Decile 1 = among the 10% most deprived areas, Decile 10 = among the 10% least deprived areas

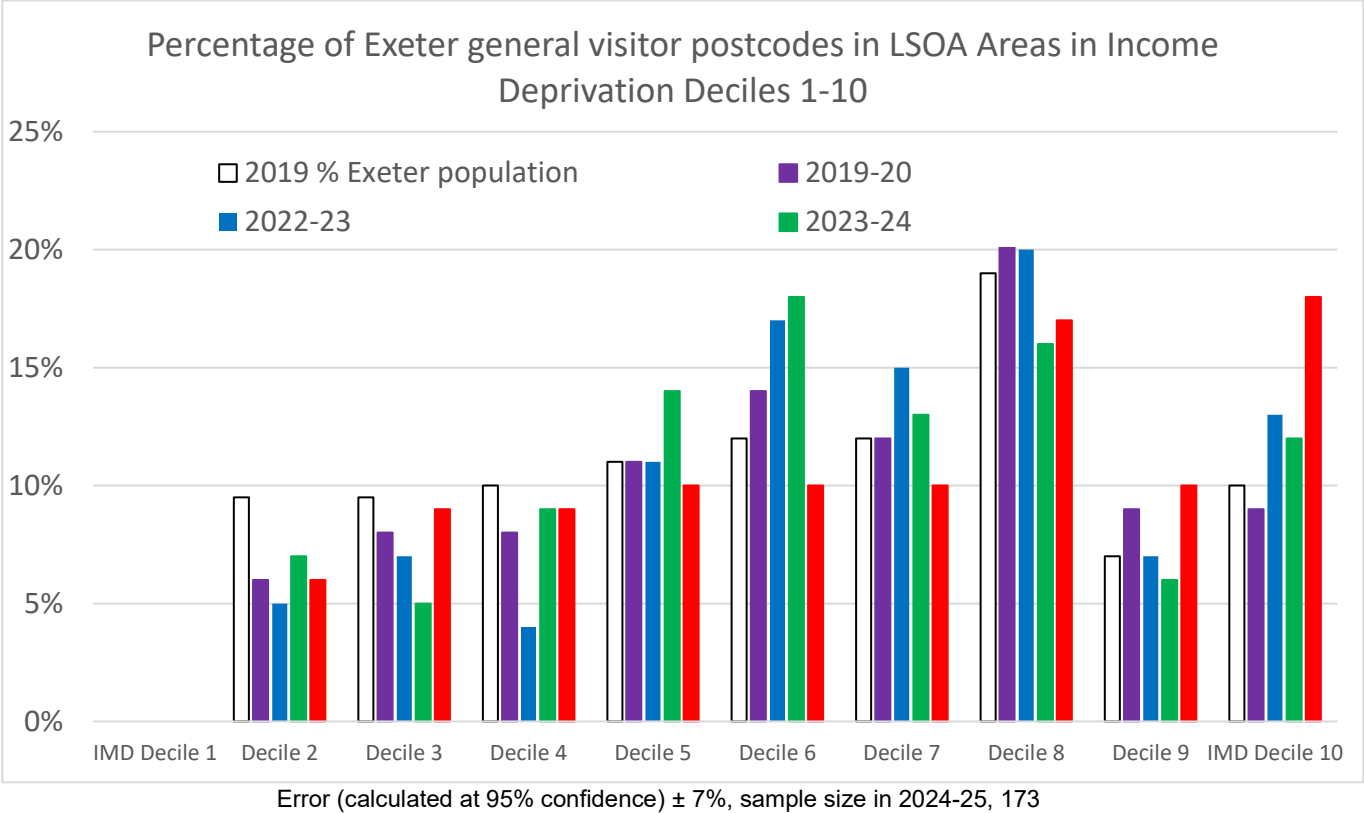
Error (calculated at 95% confidence)  $\pm$  7%, sample size in 2024-25, 173

The chart below shows a comparison of Exeter's population based on income deprivation compared with RAMM's Exeter visitors. Income deprivation is a subset of IMD (see page 22) and is also related to postcode and LSOAs. We have used this data as there is open source data available for Exeter.<sup>11</sup>

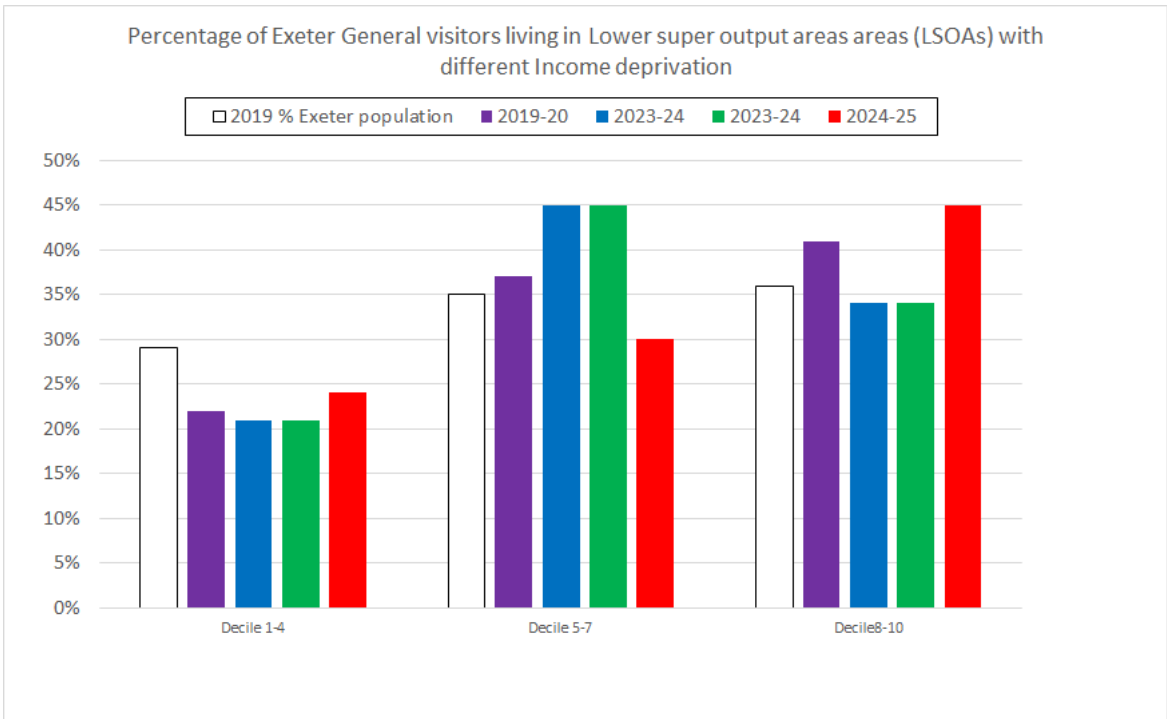
Our analysis shows that the percentage of visits from Exeter residents in lower income deprivation deciles 1-4 and middle deciles 5-7 are similar to the Exeter population, within the margin of error of the data collection method. Visits from

<sup>11</sup> [Exploring local income deprivation](#)

residents in the least income deprived deciles 8-10 are slightly more than the local population.



The chart below shows the same data in decile groups

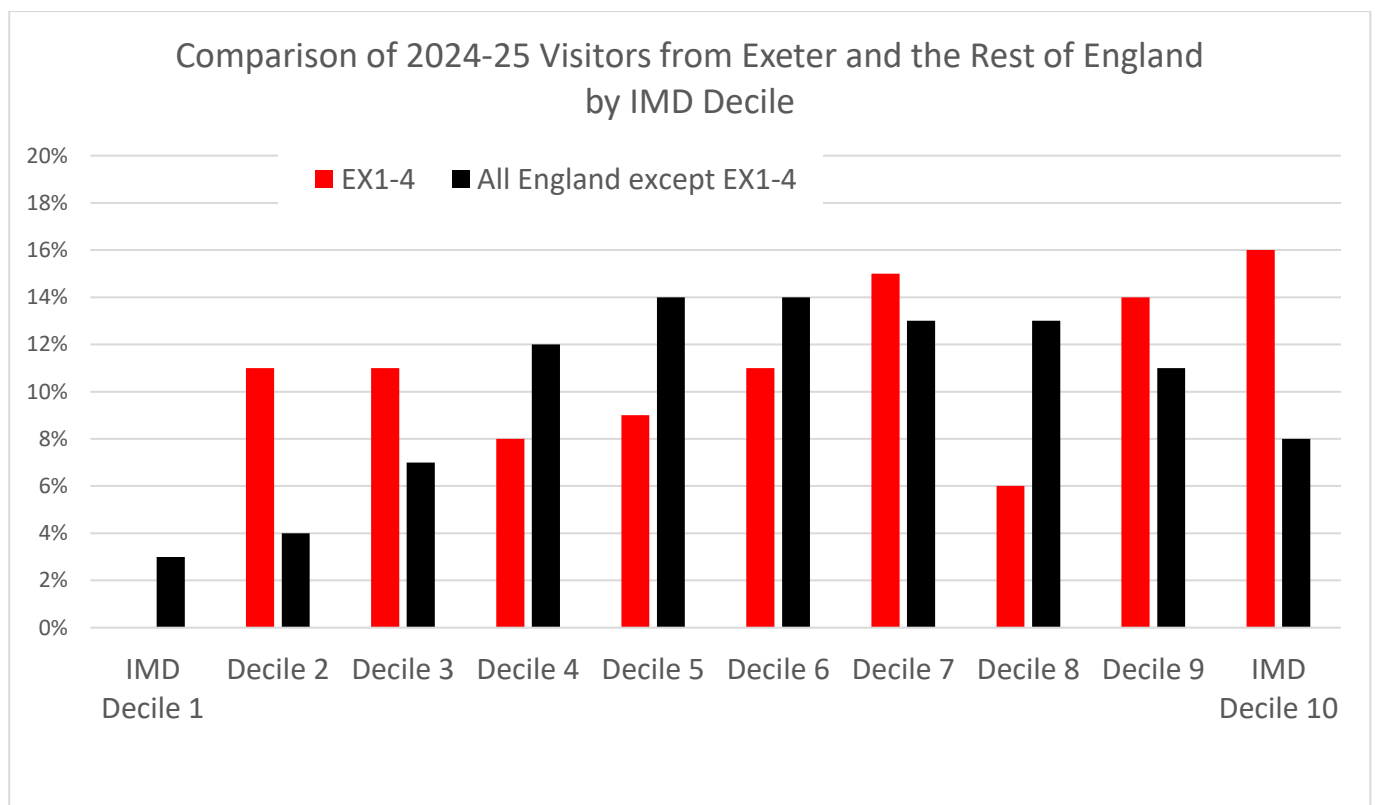


Error (calculated at 95% confidence)  $\pm$  7%, sample size in 2024-25, 173

Over the years we have worked hard on making sure every type of visitor has the opportunity to answer a survey which includes giving their postcode and have previously felt that the postcodes collected did not tell the whole story of who is visiting the museum. This is an ongoing challenge as visitors from more marginalised demographics are often the least willing to answer surveys.

### Exeter visitors compared with National visitors

There is a higher percentage of local visitors who live LSOAs classed as IMD Decile 2 and 3 compared to visitors from outside Exeter. We hope this is because of RAMM's local reputation as a welcoming and free place to visit alongside the outreach and engagement work we do in socio-economically disadvantaged areas of Exeter. Work is underway to improve the evaluation and data collection in our engagement event.



Decile 1 = among the 10% most deprived areas, Decile 10 = among the 10% least deprived areas

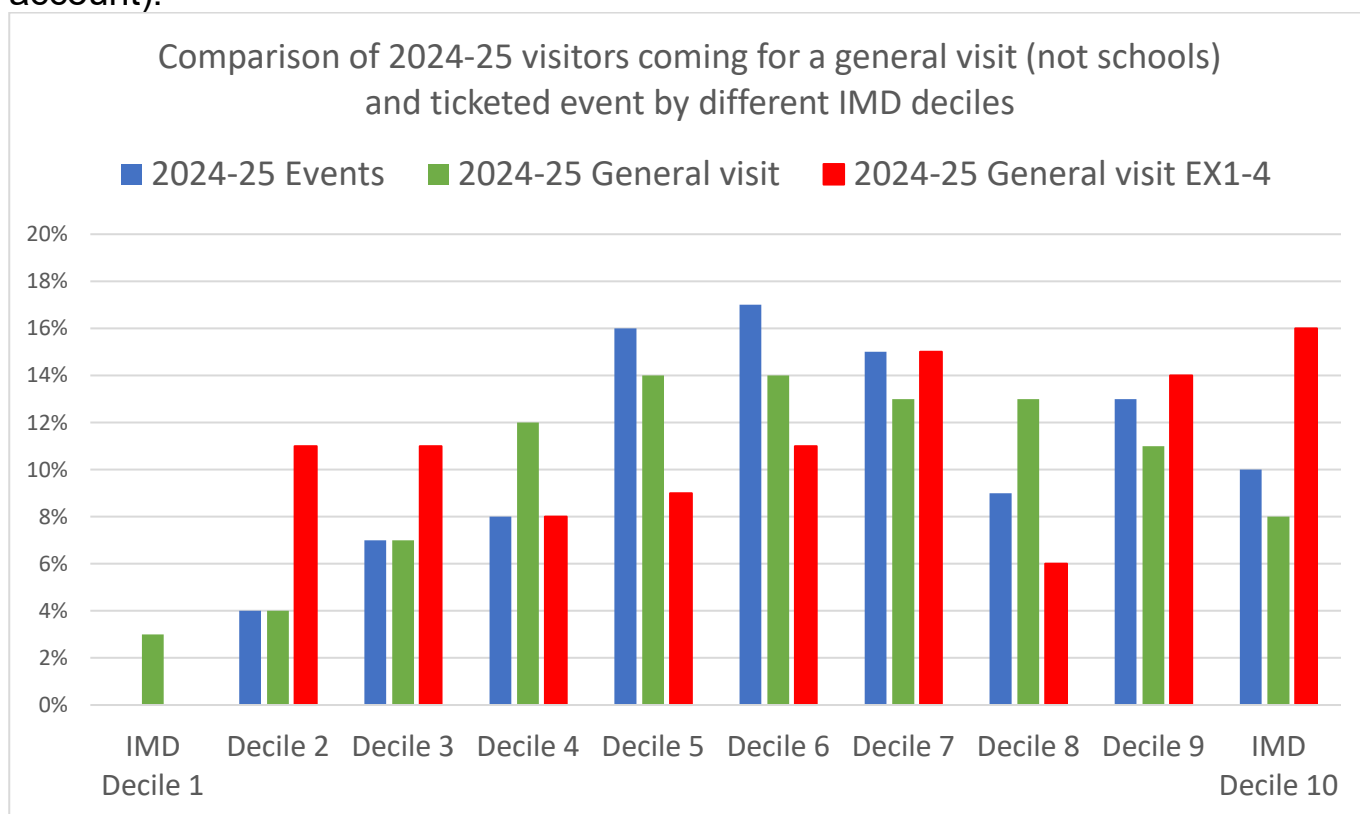
England, not EX1-4 residents, Error (calculated at 95% confidence)  $\pm$  3%, sample size in 2024-25, 930  
Exeter residents, Error (calculated at 95% confidence)  $\pm$  7%, sample size in 2024-25, 173

## Ticketed events compared with General visits

There is little difference in the IMD decile profile for visitors who come for a general visit compared with those who come to attend a ticketed event. However, a higher percentage of visitors from the lower IMD deciles come to a general visit than a ticketed events (88% of whom live in Exeter).

We have a wide variety of events and need further analysis to determine the IMD profile for different events and also are working on improving the percentage of visitors who buy their tickets through an online account, which has postcode data.

Also, it may be that visitors from lower IMD deciles are either not coming to ticketed events or not booking using our online booking system (with a linked account).



Decile 1 = among the 10% most deprived areas, Decile 10 = among the 10% least deprived areas

General visit EX1-4 residents, Error (calculated at 95% confidence)  $\pm$  3%, sample size in 2024-25, 930  
 Exeter residents, Error (calculated at 95% confidence)  $\pm$  7%, sample size in 2024-25, 173  
 Events (calculated at 95% confidence)  $\pm$  2%, sample size in 2024-25, 5106

## Conclusions

People who live in Exeter (16%) and Devon (34%) make up 50% of general visits to RAMM. The remaining 50% are made up of visitors who live outside Devon (40%) and overseas (9%).

The number of local visitors has reduced since 2019-20 when 64% were from Exeter and the rest of Devon (26% and 38% respectively).

Since 2019-20 the percentage of visitors who have visited previously (at any time) has declined by approximately 10% and the percentage of visitors who have made multiple visits in a single a year has declined even more, by around 15%.

A large proportion of visitors to our ticketed event programmes live in Exeter and Devon (88%, similar to last year).

The percentage of visitors from ethnically diverse communities are similar to the percentage who live in Exeter, but more than the percentage who live in Devon.

Visitors limited 'a lot' by disabilities are under-represented. Visitors limited 'a little' by their disabilities are slightly lower than the wider population.

Research in 2024-25 determined that over 96% of visitors surveyed (sample size 1184) answered *No, they did not experience any barriers to enjoying the museum due to accessibility issues*. This research highlighted areas of improvement for the 4% that were impacted and is summarised in [2025-08 Research on visitor accessibility needs.docx](#)

The percentage of visitors who are under 16-years-old is estimated to be 30±6% which is 15% higher than the proportion of under 16-year-olds in Exeter and Devon

63% of tickets booked are for under 16s (this includes schools work).

In 2024-25, there was an increase in general visitors (not schools) aged between 16-24 from 15% of all visitors to 19%. The only year we have seen such large percentages in the younger age range for general visits was in 2021-22 post Covid, which corresponded to large decrease in older visitors.

Visitors from age groups 55-74 years old are over-represented compared to Exeter. Visitors from age groups 16-34 and 45-54 years old are under-represented

Since Covid, RAMM has had more male visitors, changing from approximately 70:30 to 50:50.

RAMM visitors are over-represented by the higher socio-economic grades, based on occupation. It is estimated that 20% more RAMM visitors are from AB grades (and NS-SEC Class 1) than in Exeter and Devon, and fewer visitors are from C2 and DE (NS-SEC Classes 4 and 5) than in Exeter and Devon. In 2025-26 there was a slight decrease in visitors with routine and semi-routine occupations (C2 and 4) and a slight increase in DE social grades including those who are unemployed.

RAMM attracts visitors who live in areas with different multiple indices of deprivation, ranging from the most disadvantaged (IMD decile 1) to the least disadvantaged (IMD decile 10). Visitors from areas in IMD deciles 1-4 make up around 25%, those from middle IMD deciles 5-7 make up around 40%, and those from the IMD deciles 8-10 (least disadvantaged) make up around 35%.

We cautiously suggest there is a higher percentage of Exeter visitors from the most disadvantaged areas (IMD deciles 2, 3 and 4) compared to visitors from disadvantaged areas across England. We hope this is because of RAMM's local reputation as a welcoming and free place to visit alongside the outreach and engagement work we do in the areas of Exeter that have lower IMD deciles.

The percentage of visits from Exeter residents in the most income deprived areas (deciles 1-4) and middle deciles 5-7 are similar to the Exeter population, within the margin of error of the data collection method. Visits to RAMM from residents in the least income deprived deciles 8-10 are slightly more than the local population.

A higher percentage of visitors from the most deprived/disadvantaged areas (IMD decile 1-4) come to a general visit than ticketed events (88% of whom live in Exeter).

We cautiously suggest there is a higher percentage of Exeter visitors from deprived/disadvantaged areas (IMD deciles 2, 3 and 4) compared to previous years. We are pleased about this increase in 2024-25 Exeter visitors from more economically disadvantaged areas but are tentative about whether this is an actual change in demographic from previous years or an improvement in our



surveying methods reflecting more closely the true demographics of RAMM visitors.

We are continually improving our surveying methods to overcome the challenge that visitors from more marginalised demographics are often the least willing to answer surveys.

More postcodes need to be collected to reduce the margin of error in some of the IMD analysis

Sara Flint  
14/10/25

### AI report summary

The RAMM demographics report for 2024-25 presents detailed visitor data collected through face-to-face surveys, comparing visitor profiles with local populations in Exeter and Devon. It covers ethnicity, disability, sexual orientation, gender, age, visitor origin, repeat visits, and socio-economic status.

- **Ethnic diversity stable:** Visitors from ethnically diverse communities increased slightly from 5% in 2018-19 to 8% in 2024-25, aligning closely with Exeter's 9.7% and exceeding Devon's 4.2%. [\[1\]](#) [\[2\]](#)

- **Disability representation lower:** In 2024-25, 9% of visitors reported being limited by disability, lower than Exeter (18%) and Devon (20%). Over 96% experienced no accessibility barriers during visits. [\[3\]](#) [\[4\]](#)

- **Higher LGBTQ+ identification:** 13% of visitors identified as LGBTQ+, higher than Exeter's 5.8% and Devon's 3.5%, with 8% declining to answer. [\[5\]](#) [\[6\]](#)

- **Gender balance shift:** Since 2018, male visitor proportion increased from 31% to 44% in 2024-25, moving towards gender parity (44% male, 56% female). [\[7\]](#) [\[8\]](#)

- **Gender identity data:** About 2% of visitors identified with a gender different from their sex at birth, slightly higher than the England & Wales population, though within margin of error. [\[9\]](#)

- **Youth visitor increase:** Visitors aged 16-24 rose from 15% to 19% in 2024-25, while those aged 65+ decreased slightly from 30% to 26%. Under-16 visitors are estimated at 30%, exceeding local population proportions. [\[10\]](#) [\[11\]](#)

- **Visitor origins:** Approximately 50% of general visitors reside in Exeter and Devon, down from 64% in 2019-20; ticketed event attendees are predominantly local (88%). [\[12\]](#) [\[13\]](#)

- **Decline in repeat visits:** Since 2019-20, first-time visitors increased by 10%, while repeat and multiple visits have declined by around 10-15%. [\[14\]](#) [\[15\]](#)



- **Socio-economic profile skewed:** Visitors are over-represented in higher socio-economic groups (AB/NS-SEC Class 1) by about 20% compared to Exeter and Devon, with fewer from lower grades. [\[16\]](#)
- **Deprivation decile distribution:** Visitors come from all Index of Multiple Deprivation deciles, with around 25% from the most deprived (1-4), 40% middle (5-7), and 35% least deprived (8-10); Exeter visitors from deprived areas increased slightly in 2024-25. [\[17\]](#) [\[18\]](#)