

Museum visitor survey

Thank you for visiting. Answer about today only; no name needed, and any question can be skipped.

Exhibition _____

Date _____

For each statement, tick one box from 1 (strongly disagree) to 5 (strongly agree).

1 Including today, how many times have you visited this museum?

☐ This is my first visit ☐ Twice ☐ 3 to 5 times ☐ More than 5 times

2 What was the main reason for your visit today?

☐ To see or learn something new ☐ To bring someone else ☐ To see a place I had heard of
☐ For my work, study or hobby ☐ To relax and recharge ☐ Another reason

3 Who came with you today?

☐ Alone ☐ Partner or friends ☐ With children ☐ Other adults ☐ School or tour group

STATEMENT	STRONGLY DISAGREE					STRONGLY AGREE				
4 The exhibits held my interest.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5					
5 I learned something new today.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5					
6 Labels and panels were easy to read and understand.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5					
7 It was easy to find my way around.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5					
8 Staff and volunteers made me feel welcome.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5					

9 How likely are you to recommend this museum to a friend or relative?

Not at all likely ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 Extremely likely

10 What is one object, room or moment you will remember from today?

11 What one change would have made your visit better?

Thank you. Your answers are anonymous.

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Optional questions (1 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

One exhibition in detail

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
12 I came away knowing what the exhibition was about.	1	2	3	4	5
13 The rooms followed an order that made sense to me.	1	2	3	4	5
14 The hands-on and digital displays worked when I tried them.	1	2	3	4	5
15 How much of the exhibition did you see? ☐ All or nearly all ☐ More than half ☐ About half ☐ Less than half					
16 About how long did you spend in the exhibition? ☐ Under 10 minutes ☐ 10 to 20 minutes ☐ 20 to 40 minutes ☐ Over 40 minutes					
17 The amount of reading on the labels was: ☐ Too little ☐ About right ☐ Too much					
18 What question did the exhibition leave you wanting to ask? 					

Tickets, comfort and access

19 How did you get in today?
☐ Ticket booked online ☐ Ticket bought here ☐ Free entry ☐ Member entry
☐ Group or school booking

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
20 Getting from the door to the first gallery was quick.	1	2	3	4	5
21 There were enough places to sit and rest.	1	2	3	4	5
22 The galleries felt comfortable, even at busy times.	1	2	3	4	5
23 The museum met the access needs of my whole group.	1	2	3	4	5
24 The visit was worth the time and money it cost me.	1	2	3	4	5

Optional questions (2 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Tickets, comfort and access (continued)

25 Which of these did you use today? (tick all that apply)

- ☐ Cafe ☐ Shop ☐ Cloakroom ☐ Audio guide or app ☐ Printed map ☐ Baby changing

Tours, talks and workshops (people who joined one answer)

26 What did you join today?

- ☐ Guided tour ☐ Talk or lecture ☐ Workshop or class ☐ Family activity ☐ Something else

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
27 The guide or speaker made the subject come alive.	1	2	3	4	5
28 There was time for my questions.	1	2	3	4	5

29 The length of the session was:

- ☐ Too short ☐ About right ☐ Too long

Members (members answer)

30 How long have you been a member?

- ☐ Under 1 year ☐ 1 to 2 years ☐ 3 to 5 years ☐ Over 5 years

31 Which member benefits have you used in the past year? (tick all that apply)

- ☐ Free entry ☐ Member events ☐ Shop or cafe discount ☐ Guest passes ☐ Member magazine
☐ None yet

32 How likely are you to renew your membership?

- ☐ Definitely ☐ Probably ☐ Not sure ☐ Probably not ☐ Definitely not

33 What would make your membership better value?

Thank you. Your answers are anonymous.

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Optional questions (3 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

What would bring you back

34 Which of these would bring you back sooner? (tick all that apply)

- ☐ A new exhibition ☐ Evening openings ☐ Talks and tours ☐ Family activities ☐ Workshops
☐ Online events

35 When would you most like to visit?

- ☐ Weekday daytime ☐ Weekday evening ☐ Weekend daytime ☐ Weekend evening

36 What subject or story would you like this museum to show next?

About you (optional)

37 How old are you?

- ☐ 16 to 24 ☐ 25 to 34 ☐ 35 to 54 ☐ 55 to 64 ☐ 65 or older ☐ Prefer not to say

38 Where do you live?

- ☐ Under 30 minutes away ☐ Elsewhere in this region ☐ Elsewhere in this country ☐ In another country

39 Not counting today, how many museums or galleries have you visited in the past 12 months?

- ☐ None ☐ 1 or 2 ☐ 3 to 5 ☐ 6 or more