

# The XYZ Museum Visitor Survey 2007

museum logo

Please tell us about your visit to the XYZ Museum today. We need your feedback as we continue to improve our facilities. Please complete this survey and hand it to a representative in the return envelope provided (or simply drop the envelope in a mailbox). To assure confidentiality, the Center for Nonprofit Management, a nonprofit evaluation and research organization, will be analyzing the results for us. There are no right or wrong answers. If you feel uncomfortable answering any question due to limited experience or any other factor, just write "DK" or "Don't Know" instead of an answer, and move to the next statement. We encourage you to answer as many as you can. Thank you for helping us serve you better.

**INSTRUCTIONS:** Circle the ONE number following each statement that best indicates the extent to which you agree or disagree with it. For statistical purposes, some statements are positive and some negative, so read each item carefully before you respond.

	Strongly Disagree		Neutral		Strongly Agree						
1 OVERALL RATING: I would rate the XYZ Museum programs and exhibits overall as excellent.	0	1	2	3	4	5	6	7	8	9	10
2 OVERALL IMPACT: Visiting the XYZ Museum has had a very positive impact on me/my family.	0	1	2	3	4	5	6	7	8	9	10
3 DISAPPOINTED: I'm very disappointed in my museum experience.	0	1	2	3	4	5	6	7	8	9	10
4 EXPECTATIONS: My experience overall was even better than I expected.	0	1	2	3	4	5	6	7	8	9	10
5 RETURN: If I were choosing again today, I would definitely choose to visit the XYZ Museum.	0	1	2	3	4	5	6	7	8	9	10
6 RECOMMEND: I highly recommend the XYZ Museum to my family and friends.	0	1	2	3	4	5	6	7	8	9	10
7 REPUTATION: Before I actually visited, I'd heard really good things about the XYZ Museum.	0	1	2	3	4	5	6	7	8	9	10
8 VALUE: Visiting the XYZ Museum is an excellent value in terms of my time, effort, and cost.	0	1	2	3	4	5	6	7	8	9	10
9 PERSONALLY AFFECTED: I really have been personally affected by something I saw/experienced at the museum.	0	1	2	3	4	5	6	7	8	9	10
10 OTHER ATTRACTIONS: Other historical museums/cultural attractions in the area are better than the XYZ Museum.	0	1	2	3	4	5	6	7	8	9	10

**Sample AASLH/CNM Survey -**  
**Call AASLH to order for your museum - 316-721-9956**

		Strongly Disagree		Neutral						Strongly Agree		
11	FEEL WELCOME: I feel very welcome and very comfortable when I visit the XYZ Museum.	0	1	2	3	4	5	6	7	8	9	10
12	LEARNING: I always learn something when I visit the XYZ Museum.	0	1	2	3	4	5	6	7	8	9	10
13	PRESENTATION: The way history was presented at the XYZ Museum really held my attention making it an interesting way to learn.	0	1	2	3	4	5	6	7	8	9	10
14	UNCOMFORTABLE ASPECTS: It is extremely important to learn about all aspects of history - even those which are unpleasant or might involve conflict.	0	1	2	3	4	5	6	7	8	9	10
15	HARD TO GET AROUND: It was very difficult to find my way and get where I wanted to go.	0	1	2	3	4	5	6	7	8	9	10
16	CONNECTING WITH OTHERS: The XYZ Museum provides an excellent opportunity to have a memorable shared experience with my family and friends.	0	1	2	3	4	5	6	7	8	9	10
17	MY HISTORY: The XYZ Museum does a great job of preserving and presenting history as it relates to me.	0	1	2	3	4	5	6	7	8	9	10
18	MAKES A DIFFERENCE: The XYZ Museum is an important contributor to the quality of life in this community.	0	1	2	3	4	5	6	7	8	9	10
19	STAFF/VOLUNTEERS: The staff/volunteers at the XYZ Museum are always available, friendly, knowledgeable, and helpful.	0	1	2	3	4	5	6	7	8	9	10
20	CONDUCIVE ENVIRONMENT: The XYZ Museum is one of the few places where it's conducive to learn about, discuss, and explore difficult issues in history.	0	1	2	3	4	5	6	7	8	9	10
21	MEDIA/ADVERTISING: I never see or hear about the XYZ Museum from television, radio, the Internet, newspapers, or other printed material.	0	1	2	3	4	5	6	7	8	9	10
22	ADVERTISING vs. OTHERS: I see or hear a lot more about the XYZ Museum than I do about other cultural attractions in the area (historical museums, galleries, etc.).	0	1	2	3	4	5	6	7	8	9	10
23	TRUSTWORTHY: I always trust the information that the XYZ Museum presents in its programs/exhibits.	0	1	2	3	4	5	6	7	8	9	10
24	STIMULATING: Programs/exhibits at the XYZ Museum really stimulate me to learn more and delve into topics I might not otherwise have explored.	0	1	2	3	4	5	6	7	8	9	10
25a	WELL-KEPT FACILITIES: The XYZ Museum's museum/grounds/restrooms are always clean and well-maintained.	0	1	2	3	4	5	6	7	8	9	10
25b	EXHIBITS: The way exhibits were presented made it very easy for me/my family to see and understand them.	0	1	2	3	4	5	6	7	8	9	10
25c	MUSEUM FOCUS: I really felt valued as a visitor to the XYZ Museum.	0	1	2	3	4	5	6	7	8	9	10
26	custom question	0	1	2	3	4	5	6	7	8	9	10
27	custom question	0	1	2	3	4	5	6	7	8	9	10
28	custom question	0	1	2	3	4	5	6	7	8	9	10

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**JUST A FEW QUESTIONS FOR BACKGROUND PURPOSES.**

29 Are you...? (Check any appropriate "yes" box.)

a "member" of the XYZ Museum

a volunteer at the XYZ Museum

30a On which day of the week did you visit the museum?

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

30b About how far away do you live from the XYZ Museum?

Within 60 miles

60-120 miles away

More than 120 miles away

31 About how often do you visit the XYZ Museum?

Several times a year

This is my first visit.

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32 Please tell us how many were in your party visiting the XYZ Museum today. And don't forget to include yourself.

# of adults (over 19) \_\_\_\_\_ # of teens (13-19) \_\_\_\_\_ # of children 6-12 \_\_\_\_\_ # under 6 \_\_\_\_\_

33 Into which group does your age fall? 19-34  35-54  55+

34 Are you...? Female  Male

35 Do you consider yourself to be...? (Check all that apply.)

African-American  Asian  Caucasian

Hispanic/Latino  Native American/American Indian  Other: \_\_\_\_\_

36a In the past 2 years or so, how many museums have you visited?

\_\_\_\_\_

36b If you had not visited the XYZ Museum today, what would you have done instead?

\_\_\_\_\_

36c What is it that motivated you to visit the XYZ Museum today? (Please be as specific as you can.)

\_\_\_\_\_

\_\_\_\_\_

36d What is the ONE most important idea or piece of information that you took away from your visit to the XYZ Museum today?

\_\_\_\_\_

\_\_\_\_\_

36e What, if anything, could the XYZ Museum have done to make your experience better?

\_\_\_\_\_

\_\_\_\_\_