

MUSEUM VISITOR SURVEY

Good morning/afternoon!. My name is (interviewer name). In the National Council of Culture and Arts we are making a museum visitor survey to offer a better service. Your participation is very important, could you please help us?...

General Data

Folio: Interviewer key: Cultural site:

Date: Schedule: hours
D M Y H H M M

Interviewed data (more than 15 years old):

Country: (INEGI key)

City: (INEGI key) Sex: (mark an X)
M F

P.1 Was this your first visit to this museum?

Yes 1

No 2

(Interviewer: if the answer of P.1 was 1, then go to P.2.2)

P.2 How many times have you visited this museum in the last year?

P. 2.1 How many times have you visited any other museum in Mexico in the last year?

P.2.2 How often do you attend other cultural places or activities? (mark an X)

Movies	<input type="text"/>
Theater	<input type="text"/>
Libraries	<input type="text"/>
Concerts	<input type="text"/>
Archaeological zone	<input type="text"/>
Bookstores	<input type="text"/>
Dance presentation	<input type="text"/>
Book presentation	<input type="text"/>
Conferences and seminars	<input type="text"/>

At least once to the week 1, At least once to the month 2, At least once every three months 3, At least once to the year 4, With smaller frequency of once to the year 5, Without answer 99

P. 3 How did you find out about this museum? ☐

Tourist office (pamphlet, guide)	1
A relative(s) or friend(s) tell me	2
Newspapers	3
Radio	4
TV	5
You heard about this museum since a long time ago	6
Internet	7
Other (specify)	8

By a teacher or text book	9

P. 4 Which was the main reason for visiting the museum today? ☐

Research, professional reasons	1
Entertainment/pleasure	2
I saw an advertisement in the media	3
In order to educate my children	4
A relative or friend recommended it	5
In order to see what new features it has	6
In order to accompany somebody	7
Other (specify)	8

Without answer	99

P. 5 How much time did you spend in the museum today? ☐

Less than 30 minutes	1
Between 30 minutes and 1 hour	2
More than 1 hour and less than 2 hours	3
More than 2 hours and less than 3 hours	4
More than 3 hours	5
Without answer	99

P. 6 Did you pay your museum ticket?

<input type="checkbox"/>			
Yes	1	No	2
Without answer	99		

(Interviewer: if the answer was 2, then go to P.8 question)

P. 7 What do you think about the price of the museum ticket? ☐

- | | |
|--|----|
| It seems to me too expensive, I hoped to pay less | 1 |
| It seems to me a little expensive, I hoped to pay a little less | 2 |
| The present price is adapted, is what hoped to pay | 3 |
| It doesn't seem to me very expensive, I hoped to pay a little more | 4 |
| It seems cheap, I hoped to pay more | 5 |
| Without answer | 99 |

P. 10 What did you think was the best and the worst of this visit?

Best:

Worst:

P. 11 Do you want to make us any suggestions about the museums activities, services, facilities for improving your experience in the museum, or any other comment?

P. 8 Why didn't you pay the museum ticket? (mark an X)

Today is Sunday, local holiday

or free entrance 1 ☐

Student 3 ☐

Teacher 4 ☐

Greater adult 5 ☐

Disabled person 6 ☐

I don't know 98 ☐

Without answer 99 ☐

P.11.1 What parts of this museum had you visited?

One or several rooms of the

permanent collection 1 ☐

Temporary exhibition 2 ☐

Store 3 ☐

Cafeteria 4 ☐

I don't know 98 ☐

Without answer 99 ☐

P. 9 How satisfied you were with expositions and/or gates and/or the services that you employ in your visit to the museum today? You feel... ☐

Very good 1 Good 2

Indiferent 3 Not very well 4

Too bad 5 Without answer 99

If you feel Not very well or Too bad, please

explain us your reasons: _____

—

P. 12 Which of the following categories includes your age? (And your companions...). Interviewer: the age should be the reached age.

M F

Under 15 years 01___ 02___

15 – 17 years 03___ 04___

18 – 22 years 05___ 06___

23 – 30 years 07___ 08___

31 – 45 years 09___ 10___

46 – 55 years 11___ 12___

56 – 64 years 13___ 14___

65 years and more 15___ 16___

P. 13 What is your maximum education level? ☐

None	1
Incomplete elementary School	2
Elementary School	3
Incomplete Secondary School	4
Secondary School	5
Incomplete Bachelor	6
Bachelor's degree	7
Incomplete mayor	8
Mayor graduate	9
Master's or Doctoral degree	10
Without answer	99

P. 16 Would you like to receive our cultural electronic bulletin ecultura? ☐

Yes	1
e-mail: _____	
No, I don't have e-mail	2
No, I don't want thank you	3

P.14 What is your current occupation?

<input type="checkbox"/>	
I have a job in my country	1
I am looking for a job	2
I am housewife	3
I am student	4
I am pensioner or retired	5
Without answer	99

P. 17 Will you visit other cultural sites in this city (museums, archaeological zones, etc)? _____

Yes	1
Specify _____	
No	2
I don't know	98
Without answer	99

P. 18 How many days will you stay in the city? ☐

I don't know	98
Without answer	99

P.18.1 The main reason to visit the city is ... ☐

Tourism	1
Business	2
In order to accompany somebody	3
Other (specify) _____	4
Without answer	99

Where are you staying ...

With relatives or friends	1
In a hotel	2
Other (specify) _____	3
Without answer	99

(The survey has finished)

Thank you for taking the time to help us!