**Visitor survey**

1. **Is this your first visit to this museum?**

* Yes
* No

2. **How many times have you visited a museum in the last 12 months?**

Never 1-3 times 4-5 times 5-10 times 11 times or more

In Iceland □ □ □ □ □

Other countries □ □ □ □ □

3. **What is your reason for visiting the museum today?** (You may tick as many answers as you please)

* Visiting the museum
* Visiting a certain temporary exhibition
* Participating in an event arranged by the museum
* Participating in a guided tour/lecture arranged by the museum
* Visiting the museum café
* Visiting the museum shop
* Work-related visit
* Other

4. **How much time have you spent in the museum today?**

* Less than 30 minutes
* 30-60 minutes
* 1-2 hours
* 2-3 hours
* More than 3 hours

5. **Are you visiting the museum today ... ?**

* On your own
* With family, friends or acquaintances
* As a part of a group of tourists
* As a teacher/student
* Other

6. **How did you hear/learn about this museum?** (You may tick as many answers as you please)

* Happened to pass by the museum
* From previous visits
* From tourist brochures
* From a guide book
* On the Internet / social media (Facebook , Twitter)
* From friends, acquaintances or family
* From The Museum Guide
* In a newspaper / magazine
* From the museum’s own information material
* On a sign or a poster
* On radio or TV
* Other

6. a. **Where on the internet did you get information about this museum?**

* The museum’s newsletter
* The museum’s homepage
* Facebook / other social media
* Travel sites
* Other

7. **Please evaluate the museum’s service and conditions on a scale from 1 to 10** (‘1’ means very poor and ‘10’ means very good.)

1 2 3 4 5 6 7 8 9 10 Don’t know /irrelevant

Accessibility by public transport □ □ □ □ □ □ □ □ □ □ □

Accessibility by car / parking □ □ □ □ □ □ □ □ □ □ □

Accessibility for the disabled □ □ □ □ □ □ □ □ □ □ □

Signs leading to the museum □ □ □ □ □ □ □ □ □ □ □

Accessibility / facilities for children □ □ □ □ □ □ □ □ □ □ □

Information in the ticket office □ □ □ □ □ □ □ □ □ □ □

Service rendered by the museum staff □ □ □ □ □ □ □ □ □ □ □

Finding one’s way around the museum □ □ □ □ □ □ □ □ □ □ □

Information about the exhibitions □ □ □ □ □ □ □ □ □ □ □

The selection in the museum shop □ □ □ □ □ □ □ □ □ □ □

The museum café/restaurant □ □ □ □ □ □ □ □ □ □ □

8. **Please evaluate the museum on a scale from 1 to 10** (‘1’ means very poor and ‘10’ means very good.)

1 2 3 4 5 6 7 8 9 10 Don’t know /irrelevant

The museum exhibitions □ □ □ □ □ □ □ □ □ □ □

The atmosphere/air of the museum □ □ □ □ □ □ □ □ □ □ □

Child-friendly exhibitions □ □ □ □ □ □ □ □ □ □ □

Offering ways of learning new things □ □ □ □ □ □ □ □ □ □ □

The set-up/presentation of the exhibits □ □ □ □ □ □ □ □ □ □ □

Offering ways of active participation / interaction□ □ □ □ □ □ □ □ □ □ □

The museum events (lectures, guided tours etc.) □ □ □ □ □ □ □ □ □ □ □

Variation in the museums communication □ □ □ □ □ □ □ □ □ □ □

9. **Please give a general evaluation of the museum on a scale from 1 to 10** (‘1’ means very poor and ‘10’

means very good.)

1 2 3 4 5 6 7 8 9 10 Don’t know /irrelevant

□ □ □ □ □ □ □ □ □ □ □

10. **When you arrived at the museum, did you come?** (Just one tick, please)

* From your home
* From a temporary address
* From work
* From another place

11. **Which primary means of transportation did you use to get to the museum?** (Just one tick, please)

* Car
* Public transport
* Bus (tourist/chartered)
* Bicycle
* On foot
* Other

(Background information)

12. **Where do you live?**

Iceland? - what is your postal code?

Abroad?

* Belgium
* Canada
* Denmark
* Finland
* France
* Germany
* Italy
* Netherlands
* Norway
* Sweden
* Switzerland
* UK
* USA

Other (Please state)

13. **How old are you?**

* Younger than 18
* 18-24
* 25-29
* 30-39
* 40-49
* 50-59
* 60-69
* 70 +

14. **And your gender is?**

* Male
* Female

15. **What is your highest level of completed or current education?**

* Primary or Lower Secondary School (< 9 years)
* Upper secondary school (< 12 years)
* Basic training
* Higher education, 3-4 years
* Higher education, 4 years

16. **Did free admission influence your decision to visit the museum?** (‘1’ means very little and ‘10’ means very much.)

1 2 3 4 5 6 7 8 9 10 Don’t know /irrelevant

□ □ □ □ □ □ □ □ □ □ □

17. **Have you attended / Will you attend other museums or exhibitions today?**

* Yes
* No

18. **In what municipality?**

|  |
| --- |
|  |

Thank you!