

Sample Survey Questions

Organizational Questions:

What three words would you use to describe this organization to a friend?

1. _____
2. _____
3. _____

Is this your first visit to our organization? Yes No

If no, how many times do you usually visit each year?

Less than once a year 2 or 3 times 4 or 5 times More than 5 times

Would you recommend it to a friend or relative? Yes No

Are you a member? Yes No In the past, but not now

Have you ever visited this our organization for any of the following activities?

(Check all that apply)

- | | | |
|---|------------------------------------|---|
| <input type="checkbox"/> A special event | <input type="checkbox"/> A concert | <input type="checkbox"/> A guided tour |
| <input type="checkbox"/> A family program | <input type="checkbox"/> A lecture | <input type="checkbox"/> A studio class |
| <input type="checkbox"/> Our gift shop | <input type="checkbox"/> A film | <input type="checkbox"/> Restaurant or cafe |

Other (specify) _____

What motivated you to visit our museum today? (Please select three choices in rank order. A ranking of "1" indicates your first choice, "2" your second choice, and "3" your third choice.)

- | | |
|--|--|
| <input type="checkbox"/> a. See a particular exhibition. Which one (specify) _____ | |
| <input type="checkbox"/> b. Attend a particular program. Which one (specify) _____ | |
| <input type="checkbox"/> c. Visit the entire museum | |
| <input type="checkbox"/> d. Visit the museum shop | <input type="checkbox"/> i. Spend time with friends |
| <input type="checkbox"/> e. Visit the cafe/restaurant | <input type="checkbox"/> j. Spend time with family |
| <input type="checkbox"/> f. Take advantage of a free admission day | <input type="checkbox"/> k. Entertain out-of-town visitors |
| <input type="checkbox"/> g. Enjoy a spiritual experience | <input type="checkbox"/> l. Enjoyed a past visit |
| <input type="checkbox"/> h. Conduct research/do a school assignment | <input type="checkbox"/> m. Other (specify) _____ |

What would encourage you to come back to this organization? (For example, a family day, extended hours, discount, etc.)

Did anything interfere with your ability to enjoy your visit today? Yes No

If YES, please specify:

Did you have contact with any of the following staff during your visit? If yes, how welcome did they make you feel? (Circle a number)

	Yes	No	Not welcome			Very welcome	
			1	2	3	4	5
Ticket seller	_____	_____	1	2	3	4	5
Usher	_____	_____	1	2	3	4	5
Security guard	_____	_____	1	2	3	4	5
Tour guide	_____	_____	1	2	3	4	5
Bar/restaurant staff	_____	_____	1	2	3	4	5
Gift shop staff	_____	_____	1	2	3	4	5
Other (specify) _____	_____	_____	1	2	3	4	5

Profiling Questions:

What is your primary reason for being in Austin?

My highest level of education is:

- ___ High School
- ___ Attended College
- ___ Undergraduate Degree
- ___ Graduate School

My annual household income is:

- ___ Under \$20,000
- ___ \$20,000-\$45,000
- ___ \$45,000-\$65,000
- ___ \$65,000-\$90,000
- ___ \$90,000-\$125,000
- ___ \$125,000 plus
- ___ Prefer not to say

Are you a local (Austin, San Marcos, Round Rock) resident? ___ Yes ___ No

If other than above, where are you from? _____

Where did you stay last night? Hotel/Motel Friends/family RV Other

Where will you stay tonight? Hotel/Motel Friends/family RV Other

Are you traveling with children? ___ Yes ___ No

If yes, how many? _____ Ages of children? _____

Is our organization your only tourist destination today? ___ Yes ___ No

If no, name others _____

Do you regularly visit arts organizations when traveling? Yes No

When you arrived here today, were you traveling
 North (toward Georgetown) or South (toward San Marcos)
When you leave, will you travel North or South?

How did you hear about us?

- Internet
- Drove by
- Friends/family
- School
- Travel guide book/agent
- Newspaper/magazines
- Brochures/pamphlets
- Other (explain)

As a child, did you ever visit a museum with:

your family? Yes No If yes, how often? Frequently Seldom Rarely
your school? Yes No If yes, how often? Frequently Seldom Rarely

Program or Event Questions

How long ago did you make plans to visit our organization?

- Months ago
- Weeks ago
- In the last few days

Where did you hear about tonight's show?

- Friends
- Posters
- Flyers/brochures
- Newspaper
- Website
- Radio ads
- TV ads
- Events calendars

Did you feel the ticket price of \$10.00 for tonight's event was:

- too low
- reasonable
- too high

Would you have paid \$15.00? Yes No

Would you have paid \$20.00? Yes No

How do you feel about tonight's event?

- Delighted
- Satisfied
- Mixed
- Disappointed

What did you do while you were at the museum today? (Check all that apply)

- a. Saw a particular exhibition. Which one (specify) _____
- b. Attended a particular program. Which one (specify) _____
- c. Visited the entire museum
- d. Visited the cafe or restaurant
- e. Conducted research/did a school assignment
- f. Visited the museum shop
- g. Other (specify) _____

Did you use an interpretive aid today? Yes No

If you did not use any interpretive aids today, why not?

- Didn't know they existed
- Not comfortable using technology
- Rental cost was too high
- Audiotapes required a specific route
- Other (specify) _____

	Not at all			Very much	
To what extent did today's event meet your expectations?	1	2	3	4	5
How much did you enjoy the program?	1	2	3	4	5
How likely are you to come back for other program within the next twelve months?	Not at all likely			Highly likely	
	1	2	3	4	5

Educational Program Questions

Which pre-visit materials did you use?

- Before your visit
- Etiquette and manners
- Hands-on activities
- Video
- Teacher's guide

Was the overall level appropriate for your class? Yes No

Were your students prepared for our visit to your school today? Yes No

In preparing for the tour, overall these materials were:

Very useful Fairly useful Of no use

Were the activities easily integrated into your classroom schedule? If no, why not?

Was the performance for your students at the appropriate level? Yes No

Did the performance stay within the specific timeframe? Yes No

Were the performers friendly and professional? Yes No

The docent was warm, friendly and genuinely interested in my students.

Always Mostly Somewhat Not at all

The docent kept the class interested in the art.

Always Mostly Somewhat Not at all

The docent encouraged students' participation and worked from their comments.

Always Mostly Somewhat Not at all

The information was at the right level for my students.

Always Mostly Somewhat Not at all

Would you recommend any changes in the tour?

Which follow-up activities did you use?

Writing and Art

Creating Art

Overall was the level of the activities appropriate for your class? Yes No

Who paid for the admission fee?

School Students PTA/PTO Fundraiser Other _____

How many field trips is your class taking this school year? _____

What other locations are you visiting? _____

Please rate the following by circling a number:

Excellent

Poor

The written materials were overall

1 2 3 4

a. Appropriate to the grade level

1 2 3 4

b. Encouraged critical and creative thinking

1 2 3 4

c. Maintained students' interest

1 2 3 4

d. Helped students understand the art

1 2 3 4

e. Helped prepare students for visit

1 2 3 4

f. Relevant to your curriculum

1 2 3 4