

# 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         | _____ | _____ |             |   |   |              |   |
| Usher                 | _____ | _____ |             |   |   |              |   |
| Security guard        | _____ | _____ |             |   |   |              |   |
| Tour guide            | _____ | _____ |             |   |   |              |   |
| Bar/restaurant staff  | _____ | _____ |             |   |   |              |   |
| Gift shop staff       | _____ | _____ |             |   |   |              |   |
| Other (specify) _____ |       |       |             |   |   |              |   |

**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