

Museum Visitor Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Please answer about the museum visit you have just completed. This survey is intended for adults. You may skip any question; do not include personal details about children or other visitors.

1. Was this your first visit to this museum?

- ☐ Yes
- ☐ No
- ☐ I do not remember

2. What was your main reason for visiting today?

- ☐ A particular exhibition or subject
- ☐ Learning something new
- ☐ Spending time with others
- ☐ Leisure or relaxation
- ☐ An organized visit
- ☐ Another reason

3. How easy was it to find the spaces you wanted to visit?

- ☐ Very difficult
- ☐ Somewhat difficult
- ☐ Neither easy nor difficult
- ☐ Somewhat easy
- ☐ Very easy
- ☐ Not applicable

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4. How clear were the exhibition explanations you used?

- ☐ Not at all clear
- ☐ Slightly clear
- ☐ Moderately clear
- ☐ Very clear
- ☐ Extremely clear
- ☐ I did not use them

5. What part of the visit held your attention most?

6. What, if anything, did you learn or see differently after the visit?

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7. What one change would improve a future visit?
