

Museums Galleries Scotland Survey Template

When designing a survey remember to keep focussed on the aims and objectives – what is it you need to know? It’s all too easy to add in a few more questions but this adds to the survey length and can be detrimental to the response rate.

This survey is designed to be used to capture feedback from people who have visited your museum. It is designed to find out whether respondents are first time/repeat visitors, the reason for their visit on the day they attended and levels of satisfaction with the visit experience. The final section asks them about themselves so that you can profile who is visiting. The survey can be completed on paper or sent via email using Survey Monkey or similar software to visitors who have provided you with their email.

The introduction needs to be short and clear:

Thank you for visiting our museum. We are interested to know who visits and what they think of the visit experience. It helps us to inform the museum’s development. .

Thereafter, remember to add different types of questions (as described in the toolkit) to add variety and make the survey appear more interesting.

You might consider adding an incentive to boost the response – this could be a £10 High Street voucher. If you are asking people to post the survey back to you consider using a freepost address so they don’t incur any postage and/or have a ‘post box’ on your premises.

Q1	Was this your first visit to our museum?		
	Yes	Please go to Q3	<input type="checkbox"/>
	No	Please answer Q2	<input type="checkbox"/>
Q2	When did you last visit our museum?		
	Within the past year		<input type="checkbox"/>
	Between 1-3 years ago		<input type="checkbox"/>
	3+ years ago		<input type="checkbox"/>
	Don’t know/can’t remember		<input type="checkbox"/>

Q3	What was the main reason for your visit to today?	
	To spend time with friends and family	<input type="checkbox"/>
	To enjoy some quality time on my own	<input type="checkbox"/>
	To relax and unwind	<input type="checkbox"/>
	To find out something new	<input type="checkbox"/>
	To expand my knowledge/interest in a specific topic/theme	<input type="checkbox"/>
	To look at a specific object and/or area of the museum	<input type="checkbox"/>
	To attend an exhibition	<input type="checkbox"/>
	To attend an event	<input type="checkbox"/>
	To take the children somewhere they enjoy	<input type="checkbox"/>
	Other	<input type="checkbox"/>
	If 'other' please tell us the main reason for your visit today.	
Q4	What did you most enjoy about your visit today?	
Q5	How could your visit have been improved?	
Q6	How likely are you to return to our museum in the future?	
	Very likely	<input type="checkbox"/>
	Quite likely	<input type="checkbox"/>
	Neither likely nor not likely	<input type="checkbox"/>
	Not likely	<input type="checkbox"/>
	Not at all likely	<input type="checkbox"/>
	Don't know	<input type="checkbox"/>
Q7	How likely are you to recommend our museum to others?	
	Very likely	<input type="checkbox"/>
	Quite likely	<input type="checkbox"/>
	Neither likely nor not likely	<input type="checkbox"/>
	Not likely	<input type="checkbox"/>
	Not at all likely	<input type="checkbox"/>
	Don't know	<input type="checkbox"/>
Q10	Are you?	
	Female	<input type="checkbox"/>
	Male	<input type="checkbox"/>
	Prefer to self-describe	<input type="checkbox"/>
	Prefer not to say	<input type="checkbox"/>
Q11	In which of the following age groups are you?	
	16-24	<input type="checkbox"/>
	25-34	<input type="checkbox"/>
	35-44	<input type="checkbox"/>
	45-54	<input type="checkbox"/>
	55-64	<input type="checkbox"/>
	65+	<input type="checkbox"/>

	Prefer not to say	<input type="checkbox"/>
Q12	Are you visiting with children today?	
	Yes	<input type="checkbox"/>
	No	<input type="checkbox"/>
	Prefer not to say	<input type="checkbox"/>
Q13	Where is your usual place of residence?	
	Edinburgh and the Lothians (place here your immediate area)	<input type="checkbox"/>
	Elsewhere in Scotland	<input type="checkbox"/>
	Elsewhere in the UK	<input type="checkbox"/>
	Overseas	<input type="checkbox"/>
Q14	If you live in the UK, please provide your postcode. This is for analysis purposes only and helps us to identify where our visitors are coming from	
Q15	If you live overseas, please provide your country of residence	

Thank you for completing our survey. We look forward to welcoming you back soon.