**Visitor satisfaction questionnaire**

Dear Visitor,

thank you for visiting us.

We would be grateful if you would take a few minutes to answer the following questionnaire, which aims to measure **the degree of satisfaction of visitors to Italian museums.**

Your opinion will be useful to improve the quality of the visit and of the services offered by the single museums, but also the image of the National Museum System as a whole.

All answers will be treated anonymously and in accordance with the privacy regulations.

We thank you for your collaboration.

**NATIONAL MUSEUM OF VILLA GUINIGI LUCCA**

**Day of the visit**

□ Sunday or other public holiday

□ Saturday

□ weekday

**Method of visit:** (you can select more than one answer)

□ Free visit

□ Guided tour

□ participation in an event/manifestation/conference

□ other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Came with:** (you can select more than one answer)

□ alone

□ partner/spouse

□ family

□ friends/relatives/acquaintances

□ a school group

□ an organised group

□ other (specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Why did you visit this museum?** (select max. 3 answers)

□ to see beautiful artworks

□ to meet people with interests similar to mine

□ to see important artworks

□ to learn new things

□ to spend free time with friends and/or relatives

□ to deepen my knowledge

□ to have a pleasant personal time

□ to participate in programmes and/or activities

□ other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**How do you rate the following aspects of the visit in relation to your needs?**

(Please express your appreciation on a scale from 1 to 5 or indicate why you cannot answer)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **1** | **2** | **3** | **4** | **5** | **Not there** | **I do not know** | **I did not use it** |
| Visiting hours |  |  |  |  |  |  |  |  |
| Getting to the site |  |  |  |  |  |  |  |  |
| Visitor orientation information |  |  |  |  |  |  |  |  |
| Visiting route |  |  |  |  |  |  |  |  |
| Content communication (panels, captions, mobile cards, audioguide) |  |  |  |  |  |  |  |  |
| Interactive and multimedia content (films, virtual reconstructions, downloadable applications, etc.) |  |  |  |  |  |  |  |  |
| Guided tour |  |  |  |  |  |  |  |  |
| Professionalism and courtesy of staff |  |  |  |  |  |  |  |  |
| Cleanliness and decorum |  |  |  |  |  |  |  |  |
| Rest/reflection areas (armchairs, benches, etc.) |  |  |  |  |  |  |  |  |
| Catering services |  |  |  |  |  |  |  |  |
| Catering services |  |  |  |  |  |  |  |  |
| Other services  (specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ) |  |  |  |  |  |  |  |  |

**Did the visit live up to expectations?**

□ It was much better, I am enthusiastic

□ I felt welcomed not only in the museum, but also in the territory it represents

□ It was a positive surprise

□ Yes, it was what I expected

□ I thought better

□ It is for enthusiasts/experts

□ No, it was a disappointment

□ Other (specify) \_\_\_\_\_\_\_\_\_\_\_\_\_

**Overall, your experience was**

□ Very positive

□ Positive

□ Don't know

□ Negative

□ Very negative

**From 1 to 10 what grade would you give the museum?**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | I do not know |

**Which of the following words do you most associate with the museum you visited?**

(for each group, choose the definition that comes closest to your opinion)

|  |  |
| --- | --- |
| □ Square  □ School  □ Temple  □ Workshop | □ Book  □ Film  □ Videogame  □ Documentary |
| □ Playing  □ Travel  □ Study  □ Working | □ Telling  □ Teaching  □ Stimulate  □ Amaze |

**Will you come back?**

□Yes

□ If it happens....

□ Probably not

□ No, never

□I don't know

**What would encourage you to come back?**

|  |  |
| --- | --- |
| □ New exhibition | □ new temporary exhibitions of generally not exhibited objects |
| □ New installations | □ More in-depth studies of individual works |
| □ cultural events (lectures, performances, concerts, meetings, etc.) | □ cycles of cultural programmes (lectures, courses, workshops, activities for children, activities for the elderly, etc.) |
| □ wellness activities | □ an improved offer of catering services |
| □ a bookshop or sales point with exclusive and affordable handicrafts or food and wine products | □ I cannot answer this question. |

**If you wish, you can indicate below any difficulties in finding your way around or moving around the route.**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What would you change?**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Finally, some information about yourself**

Sex □ M □ F Age \_\_\_\_\_

**Qualification:**

□ Elem.

□ Lic. Middle school

□ Diploma

□ Degree/Post-graduate

□ None

POSTCODE \_\_\_\_\_\_\_\_\_\_

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

□ (indicate number) .................

□ None

**Which of the following best describes your cultural habits?**

□ art and culture are part of who I am

□ I like to participate often in cultural and artistic activities

□ I work in art and culture, which are my daily life

□ I like art and culture, but I do not consider myself an avid user of them

□ Art and culture are not part of my lifestyle

□ I do not know

**In general, for you a place of culture is associated with:**

□ studying

□ work

□ holiday

□ travelling

□ learning

□ on Saturday or Sunday

□ to a special moment

□ to an escape from the world

□ other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**The questionnaire ends here, thank you for your cooperation.**