Visitor satisfaction questionnaire

Dear Visitor,

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.
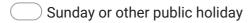
We thank you for your collaboration.

NAME OF THE INSTITUTE JUST VISITED   **Galleria Federico Vavassori**

1. Day of the visit

   Contrassegna solo un ovale.

   ◯ Sunday or other public holiday

   ◯ Saturday

   ◯ weekday

2. Method of visit

   Contrassegna solo un ovale.

   ◯ Free visit

   ◯ Guided tour

   ◯ participation in an event/manifestation/conference

   ◯ other

3. Came with

Contrassegna solo un ovale.

◯ alone

◯ partner/spouse

◯ family

◯ friends/relatives/acquaintances

◯ a school group

◯ an organised group

◯ other

4. Why did you visit this museum?

select max. 3 answers

Seleziona tutte le voci applicabili.

☐ 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

5. 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)

Contrassegna solo un ovale per riga.

	1	2	3	4	5	non c'è	non so	non ho usufruito
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	○	○	○	○	○	○	○	○
Shop	○	○	○	○	○	○	○	○
other	○	○	○	○	○	○	○	○

6. Did the visit live up to expectations?

Contrassegna solo un ovale.

- ⬭ 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

7. Overall, your experience was

Contrassegna solo un ovale.

- ⬭ Very positive
- ⬭ Positive
- ⬭ Don't know
- ⬭ Negative
- ⬭ Very negative

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

Contrassegna solo un ovale.

1	2	3	4	5	6	7	8	9	10
⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭

9. 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)

Contrassegna solo un ovale.

- ( ) Square
- ( ) School
- ( ) Temple
- ( ) Workshop

10. 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)

Contrassegna solo un ovale.

- ( ) Book
- ( ) Film
- ( ) Videogame
- ( ) Documentary

11. 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)

Contrassegna solo un ovale.

- ( ) Playing
- ( ) Travel
- ( ) Study
- ( ) Working

12. 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)

Contrassegna solo un ovale.

- ( ) Telling
- ( ) Teaching
- ( ) Stimulate
- ( ) Amaze

13. Will you come back?

Contrassegna solo un ovale.

- ( ) Yes
- ( ) If it happens....
- ( ) Probably not
- ( ) No, never
- ( ) I don't know

14. What would encourage you to come back?
(select max. 3 answers)

Seleziona tutte le voci applicabili.

- [ ] new temporary exhibitions of generally not exhibited objects
- [ ] New exhibition
- [ ] 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
- [ ] a bookshop or sales point with exclusive and affordable handicrafts or food and wine products
- [ ] an improved offer of catering services
- [ ] I cannot answer this question

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

_____

16. What would you change?

_____

Finally, some information about yourself

18. Age

_____

19. Postcode

_____

20. Qualification

Contrassegna solo un ovale.

◯ Elem.

◯ Lic. Middle school

◯ Diploma

◯ Degree/Post-graduate

◯ None

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

_____

22. Which of the following best describes your cultural habits?

Contrassegna solo un ovale.

- ( ) 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

23. In general, for you a place of culture is associated with:
(select max. 3 answers)

Seleziona tutte le voci applicabili.

- [ ] 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.

The data collected as part of this research is anonymous and will be processed in aggregate form for statistical and research purposes.

According to the GDPR (Regulation 679/20016) point 26 of the recitals, 'the data protection principles should therefore not apply to anonymous information, i.e. information which does not relate to an identified or identifiable natural person or personal data rendered sufficiently anonymous so that the data subject is no longer identifiable or cannot be identified'.

This Regulation therefore does not apply to the processing of such anonymous information, including for statistical or research purposes.