4. Learning About You —						
 4.8 - If you DO NOT carry out a paid for activity, please specify your condition: (Please mark only one) 1 - Unemployed / looking for a job 2 - Do the house-work 3 - Student 4 - Retired / Pensioner 5 - Other → Please specify 4.9 - What is your monthly household income? (Please 	4.10 – Where do you live (main home)? 1 – In another country. Please specify					
include salaries, pensions and other earnings of all those living in your home) 1 – Up to US\$ 500 2 – US\$ 500 to US\$ 700 3 – US\$ 700 to US\$ 1,000 4 – US\$ 1,000 to US\$ 2,000 5 – US\$ 2,000 to US\$ 4,000 6 – US\$ 4,000 to US\$ 6,000						
7 – More than US\$ 6,000						
8 – I don't know						

1	1			
DATE OF VISIT:	1	l 1	1 1	1

QUESTIONNAIRE:			



MUSEUM:

IPHAN Museums



This Museum is doing a survey in order to better learn about its visitors and what they think of this visit. Hearing you is our best way to improve the quality of our exhibits, services and activities.

We count on your kind cooperation to complete this questionnaire and ask you to have it delivered **at the end of your visit**. We greatly appreciate your participation!

We remind you that the information you provide is confidential and exclusively intended for a survey in the scope of the *Observatório de Museus e Centros Culturais*, a partnering initiative of various institutions, such as the *Museu da Vida*, *Casa de Oswaldo Cruz/Fiocruz* – Ministry of Health – and the Museum Department of the Institute of National Historical and Artistic Heritage (IPHAN) – Ministry of Culture.

HOW TO COMPLETE the questionnaire:

Please *circle* the relevant number of your choice in your answers. For example, to answer "yes": 1 - yes (2 - no If you have any doubt on how to complete the questionnaire or need any help, please do not hesitate to contact us.

1.1 - Is this your first visit to this Museum? 1 - yes → Please skip to question 1.3 2 - no → Tell us the number of visits (except today's):	1. Background and Circ	umstances of Your Visit					
2 - To revisit or to complement a previous visit 1.YES 2.NO visits 1.2 - When did you last visit this Museum? (Please mark only one) 1 - Less than 6 months ago 2 - 6 months to 1 year ago 3 - 1 to 2 years ago 4 - 2 to 5 years ago 5 - More than 5 years ago 5 - More than 5 years ago 6 - To watch a show (theater, concert, 1.YES 2.NO 1.3 - Since when have you known about the existence of this Museum? (Please mark only one) 1 - Today 2 - Less than 1 week 3 - 1 week to 1 month 4 - 1 month to 1 year 5 - 1 to 5 years 6 - More than 5 years 6 - More than 5 years 1. Passing by the Museum 2 - Visiting other museums 3 - Watching the TV 4 - Listening to the radio 5 - Reading brochures, sign posts, billboards 6 - Reading newspapers / magazines 7 - Reading tour guide books 8 - Recommendation of friends 9 - Recommendation of framily members 11 - On street signs 12 - On the Internet 2 - To revisit or to complement a previous visit 1.YES 2.NO 1 - To search / study some topic 1.YES 2.NO 1 - Please specify		(Please mark YES or NO for each line)					
2 - To revisit of to complement a previous visit 1.YES 2.NO	2 – no → Tell us the number of visits (except today's):						
1.2 - When did you last visit this Museum? (Please mark only one) 1 - Less than 6 months ago 2 - 6 months to 1 year ago 3 - 1 to 2 years ago 4 - 2 to 5 years ago 5 - More than 5 years ago 1.3 - Since when have you known about the existence of this Museum? (Please mark only one) 1 - Today 2 - Less than 1 week 3 - 1 week to 1 month 4 - 1 month to 1 year 5 - 1 to 5 years 6 - More than 5 years 6 - More than 5 years 1.4 - How did you learn about this Museum? (If necessary, please mark more than one) 1 - Passing by the Museum 2 - Visiting other museums 3 - Watching the TV 4 - Listening to the radio 5 - Reading horochures, sign posts, billboards 6 - Reading newspapers / magazines 7 - Reading tour guide books 8 - Recommendation of friends 9 - Recommendation of family members 11 - On street signs 12 - On the Internet A - Interested in the topics of the exhibits 1.YES 2.NO 5 - To take part in specific activities 1.YES 2.NO 6 - To watch a show (theater, concert, n.YES 2.NO movie, video, etc.) 1.YES 2.NO 8 - To accompany friends/other persons 1.YES 2.NO 9 - To when ha show (theater, concert, n.YES 2.NO movie, video, etc.) 1.YES 2.NO 10 - To accompany friends/other persons 1.YES 2.NO 10 - To have fun new things 1.YES 2.NO 11 - To have fun 1.YES 2.NO 12 - Another reason → Please specify 11 - Yes → Please skip to question 1.10 2 - no 11.6 - Are you alone in this visit? 1 - yes → Please skip to question 1.10 2 - no 11.7 - How many persons have come with you? 11.8 - You are visiting the Museum: (If necessary, please mark more than one) 1 - With your father / mother; 3 - With one or more children; 4 - With other family members; 5 - With friends; 6 - With an organized group (church, school, etc.) Please specify 1 - On the Internet		·					
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3 – 1 to 2 years ago 4 – 2 to 5 years ago 5 – More than 5 years ago 1.3 – Since when have you known about the existence of this Museum? (Please mark only one) 1 – Today 2 – Less than 1 week 3 – 1 week to 1 month 4 – 1 month to 1 year 5 – 1 to 5 years 6 – More than 5 years 1.4 – How did you learn about this Museum? (If necessary, please mark more than one) 1 – Passing by the Museum 2 – Visiting other museums 3 – Watching the TV 4 – Listening to the radio 5 – Reading brochures, sign posts, billboards 6 – Reading tour guide books 8 – Recommendation of friends 9 – Recommendation of family members 10 – Recommendation of family members 11 – On street signs 12 – On the Internet	1 – Less than 6 months ago	4 – Interested in the topics of the exhibits 1.YES 2.NO					
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1.3 - Since when have you known about the existence of this Museum? (Please mark only one) 1 - Today 2 - Less than 1 week 3 - 1 week to 1 month 4 - 1 month to 1 year 5 - 1 to 5 years 6 - More than 5 years 1.4 - How did you learn about this Museum? (If necessary, please mark more than one) 1 - Passing by the Museum 2 - Visiting other museums 3 - Watching the TV 4 - Listening to the radio 5 - Reading brochures, sign posts, billboards 6 - Reading tour guide books 8 - Recommendation of friends 9 - Recommendation of family members 10 - Recommendation of family members 11 - On street signs 12 - On the Internet							
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3 - 1 week to 1 month 4 - 1 month to 1 year 5 - 1 to 5 years 6 - More than 5 years 1.4 - How did you learn about this Museum? (If necessary, please mark more than one) 1 - Passing by the Museum 2 - Visiting other museums 3 - Watching the TV 4 - Listening to the radio 5 - Reading brochures, sign posts, billboards 6 - Reading newspapers / magazines 7 - Reading tour guide books 8 - Recommendation of friends 9 - Recommendation of friends 9 - Recommendation of family members 11 - Pree admission / low ticket price 1.YES 2.NO 12 - Another reason → Please specify 1.6 - Are you alone in this visit? 1 - yes → Please skip to question 1.10 2 - no 1.7 - How many persons have come with you? 1.8 - You are visiting the Museum: (If necessary, please mark more than one) 1 - With your spouse / boyfriend or girlfriend; 2 - With your father / mother; 3 - With one or more children; 4 - With other family members; 5 - With friends; 6 - With an organized group (church, school, etc.) Please specify 1.9 - Another reason → Please specify 1 - Yes → Please skip to question 1.10 2 - no 1.7 - How many persons have come with you? 1.7 - How many persons have come with you? 1.8 - You are visiting the Museum: (If necessary, please mark more than one) 1 - With your spouse / boyfriend or girlfriend; 2 - With one or more children; 4 - With other family members; 5 - With friends; 6 - With an organized group (church, school, etc.) Please specify	•	10 – To have fun 1.YES 2.NO					
1.4 - How did you learn about this Museum? (If necessary, please mark more than one) 1. Passing by the Museum 2 - Visiting other museums 3 - Watching to the radio 5 - Reading brochures, sign posts, billboards 6 - Reading newspapers / magazines 7 - Reading tour guide books 8 - Recommendation of friends 9 - Recommendation of feachers 10 - Recommendation of family members 11 - On street signs 12 - Another reason → Please specify 13 - Are you alone in this visit? 1 - yes → Please skip to question 1.10 2 - no 1.7 - How many persons have come with you? 1.8 - You are visiting the Museum: (If necessary, please mark more than one) 1 - With your spouse / boyfriend or girlfriend; 2 - With your father / mother; 3 - With one or more children; 4 - With other family members; 5 - With friends; 6 - With an organized group (church, school, etc.) Please specify		11 – Free admission / low ticket price 1.YES 2.NO					
5 - 1 to 5 years 6 - More than 5 years 1.4 - How did you learn about this Museum? (If necessary, please mark more than one) 1 - Passing by the Museum 2 - Visiting other museums 3 - Watching the TV 4 - Listening to the radio 5 - Reading brochures, sign posts, billboards 6 - Reading newspapers / magazines 7 - Reading tour guide books 8 - Recommendation of friends 9 - Recommendation of teachers 10 - Recommendation of family members 11 - On street signs 12 - On the Internet 1.6 - Are you alone in this visit? 1 - yes → Please skip to question 1.10 2 - no 1.7 - How many persons have come with you? 1.8 - You are visiting the Museum: (If necessary, please mark more than one) 1 - With your spouse / boyfriend or girlfriend; 2 - With one or more children; 4 - With other family members; 5 - With friends; 6 - With an organized group (church, school, etc.) Please specify		12 – Another reason → Please specify					
1.4 - How did you learn about this Museum? (If necessary, please mark more than one) 1 - Passing by the Museum 2 - Visiting other museums 3 - Watching the TV 4 - Listening to the radio 5 - Reading brochures, sign posts, billboards 6 - Reading newspapers / magazines 7 - Reading tour guide books 8 - Recommendation of friends 9 - Recommendation of teachers 10 - Recommendation of family members 11 - On street signs 12 - On the Internet 1.6 - Are you alone in this visit? 1 - yes → Please skip to question 1.10 2 - no 1.7 - How many persons have come with you? 1.8 - You are visiting the Museum: (If necessary, please mark more than one) 1 - With your spouse / boyfriend or girlfriend; 2 - With your father / mother; 3 - With one or more children; 4 - With other family members; 5 - With friends; 6 - With an organized group (church, school, etc.) Please specify	•						
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please mark more than one) 1 - Passing by the Museum 2 - Visiting other museums 3 - Watching the TV 4 - Listening to the radio 5 - Reading brochures, sign posts, billboards 6 - Reading newspapers / magazines 7 - Reading tour guide books 8 - Recommendation of friends 9 - Recommendation of teachers 10 - Recommendation of family members 11 - On street signs 12 - no 1.7 - How many persons have come with you? 1.8 - You are visiting the Museum: (If necessary, please mark more than one) 1 - With your spouse / boyfriend or girlfriend; 2 - With your father / mother; 3 - With one or more children; 4 - With other family members; 5 - With friends; 6 - With an organized group (church, school, etc.) Please specify 1 - On the Internet		1.6 - Are you alone in this visit?					
 Visiting other museums Watching the TV Listening to the radio Reading brochures, sign posts, billboards Reading newspapers / magazines Reading tour guide books Recommendation of friends Recommendation of teachers Recommendation of family members On street signs With one or more children; With other family members; With organized group (church, school, etc.) Please specify 							
3 - Watching the TV 4 - Listening to the radio 5 - Reading brochures, sign posts, billboards 6 - Reading newspapers / magazines 7 - Reading tour guide books 8 - Recommendation of friends 9 - Recommendation of teachers 10 - Recommendation of family members 11 - On street signs 12 - On the Internet 18 - You are visiting the Museum: (If necessary, please mark more than one) 1 - With your spouse / boyfriend or girlfriend; 2 - With your father / mother; 3 - With one or more children; 4 - With other family members; 5 - With friends; 6 - With an organized group (church, school, etc.) Please specify	1 – Passing by the Museum						
 4 - Listening to the radio 5 - Reading brochures, sign posts, billboards 6 - Reading newspapers / magazines 7 - Reading tour guide books 8 - Recommendation of friends 9 - Recommendation of teachers 10 - Recommendation of family members 11 - On street signs 12 - On the Internet 18 - You are visiting the Museum: (If necessary, please mark more than one) 1 - With your spouse / boyfriend or girlfriend; 2 - With your father / mother; 3 - With one or more children; 4 - With other family members; 5 - With friends; 6 - With an organized group (church, school, etc.) Please specify 	2 – Visiting other museums	1.7 - How many persons have come with you?					
5 - Reading brochures, sign posts, billboards 6 - Reading newspapers / magazines 7 - Reading tour guide books 8 - Recommendation of friends 9 - Recommendation of teachers 10 - Recommendation of family members 11 - On street signs 12 - On the Internet	3 – Watching the TV						
5 - Reading brochures, sign posts, billboards 6 - Reading newspapers / magazines 7 - Reading tour guide books 8 - Recommendation of friends 9 - Recommendation of teachers 10 - Recommendation of family members 11 - On street signs 12 - On the Internet mark more than one) 1 - With your spouse / boyfriend or girlfriend; 2 - With your father / mother; 3 - With one or more children; 4 - With other family members; 5 - With friends; 6 - With an organized group (church, school, etc.) Please specify	4 – Listening to the radio	1.8 – You are visiting the Museum: (If necessary please					
7 - Reading tour guide books 8 - Recommendation of friends 9 - Recommendation of teachers 10 - Recommendation of family members 11 - On street signs 12 - On the Internet 2 - With your father / mother; 3 - With one or more children; 4 - With other family members; 5 - With friends; 6 - With an organized group (church, school, etc.) Please specify	5 - Reading brochures, sign posts, billboards						
8 - Recommendation of friends 9 - Recommendation of teachers 10 - Recommendation of family members 11 - On street signs 12 - On the <i>Internet</i> 3 - With one or more children; 4 - With other family members; 5 - With friends; 6 - With an organized group (church, school, etc.) Please specify	6 - Reading newspapers / magazines	1 – With your spouse / boyfriend or girlfriend;					
9 - Recommendation of teachers 10 - Recommendation of family members 11 - On street signs 12 - On the Internet 4 - With other family members; 5 - With friends; 6 - With an organized group (church, school, etc.) Please specify	7 - Reading tour guide books						
10 – Recommendation of family members 11 – On street signs 12 – On the <i>Internet</i> 5 – With friends; 6 – With an organized group (church, school, etc.) Please specify	8 – Recommendation of friends	3 – With one or more children;					
11 – On street signs 12 – On the <i>Internet</i> 6 – With an organized group (church, school, etc.) Please specify	9 - Recommendation of teachers	4 – With other family members;					
11 – On street signs 12 – On the <i>Internet</i> 6 – With an organized group (church, school, etc.) Please specify	10 - Recommendation of family members	5 – With friends;					
12 – On the Internet	•						
	5	Please specify					
		7 – Other → With whom ?					

1. Background and Circumstances of Your Visit

1.9 – If you are visiting with kids under 15 years old, please specify the age: (If necessary, please mark more than one)

1 – up to 6 years old 2 – from 7 to 10 years old

3 - from 11 to 14 years old

1.10- How long has this visit taken, approximately?

1 - Up to 30 minutes

2 - More than 30 minutes to 1 hour

3 - More than 1 to 2 hours

4 - More than 2 hours

	2. Collecting \	Your Opinio	n About t	he Museı	ım			
	_	-						
2.1 – Regarding your visit, yo		0 5			. D:			
1 – Very satisfied	2 – Satisfied	3 – Fairly s			- Dissa	tistied		
.2 – How do you evaluate ou	ir SERVICES? (Please ma	ark only one fo		•				1 16 1
Services	tallata)		excellen	_	fair	bad		don't know
Signposts (entrance, exit, Comfort (toilet, bag shock)	<u>-</u>		1	2	3	4	5	6
Comfort (toilet, bag check, seats, drinking fountain, s		,	1	2	3	4	5	6
Conservation status and m exhibited pieces, etc)	naintenance (of the equipm	nent,	1	2	3	4	5	6
4. Cleaning			1	2	3	4	5	6
5. Lighting			1	2	3	4	5	6
6. Safety			1	2	3	4	5	6
7. Information and explanation audio-guides, movies, etc		;,	1	2	3	4	5	6
8. Welcoming (receptionist, a	ssistants, guard, guide)		1	2	3	4	5	6
Access (ease of transportal ease of parking)	ation, street signs,		1	2	3	4	5	6
10. Working hours.								
Any suggestion on this?			1	2	3	4	5	6
.3 – Do you think you will v	isit this Museum again?							
1 – Definitely 2 – F	Probably yes	3 – Probak	oly no		4 – No			
.4 – In case you consider re (Please mark YES or N		the next 12 r	nonths, w	hy would	you retu	ırn?		
1 - To see again what inter	•			1. YES		2. NO		
2 - To complete or deepen	today's visit			1. YES		2. NO		
3 - To visit a new exhibit				1. YES		2. NO		
4 - To watch a performance activity promoted by the		in an		1. YES		2. NO		
5 - To study or deepen you theme	r knowledge on a specific			1. YES		2. NO		
6 - To show this Museum to	o friends or family member	'S		1. YES		2. NO		
7 - To bring the kids				1. YES		2. NO		
8 – Another reason → Ple	ease specify							
2.5 – What other themes or s	subjects would you like t	o find in this	Museum	?				

3. Learning About Your Visiting Ha	bits to Museums and Cultural Centers					
3.1 – Have you visited other museums or cultural centers in the past 12 months?	3.4 – You use to visit museums and cultural centers: (Please mark only one)					
1 – Yes → Please specify	1 – In the morning					
1	2 – During lunch-break					
	3 – In the afternoon					
2						
3	4 – In the evening					
4 5	3.5 – In your opinion, what factors hat to a museum or cultural center? NO for each line)					
2 – No → Please skip to question 3.5	1 – Ticket price	1. YES	2. NO			
3 – No, this is the first time I pay a visit to a Museum → Please skip to question 3.5	2 – Other expenses in such a visit (transportation, meals, etc.)	1. YES	2. NO			
3.2 – In the past 12 months, how frequently have you visited museums or cultural centers? (Please mark	3 – Difficult transportation / access	1. YES	2. NO			
only one)	4 – Hard to park	1. YES	2. NO			
1 – Once	5 – Urban violence	1. YES	2. NO			
2 – Twice or three times 3 – More than three times	6 – Lack of publicity / information on the museums, exhibits, activities, etc.	1. YES	2. NO			
3.3 - You use to visit museums and cultural centers: (If	,	4 1/50	0.110			
necessary, please mark more than one)	7 – Working days and hours	_	2. NO			
1 – On Saturdays 2 – On Sundays	8 – Another reason → Please specify _					
3 – On other weekdays						
4 – On vacations						
4. i earnin	g About You					
	1					
4.1 – Gender:	4.5 – Regarding your skin color/ra	ce, describe	e how			
1 – Male 2 – Female	you define yourself:	·				
4.2 – Age: completed years	1 – White					
4.2 - Age completed years	2 – Black					
4.3 – Marital Status / current status:	3 – Mixed					
1 – Single	4 – Asian					
2 – Married	5 – Indigenous					
3 – Widowed	4.6 – Do you carry out any paid for activity?					
4 - Separated / divorced	1 – yes					
5 – Other	2 – no → Please skip to question	4.8				
4.4 – Education:	4.7 – If you carry out a paid for act your condition: (Please mark		e specify			
1 – No schooling	1 – Employed in the private sector					
2 – Incomplete Elementary School	2 – Employed in the public sector					
3 – Elementary School	3 – Freelancer					
4 – Incomplete High School	4 – Self-Employed					
5 – High School	5 – Business Person					
6 - Incomplete Undergraduate School	6 - Trainee / Scholarship Holder					
7 – Undergraduate School	7 – Other → Please specify					
8 – Graduate School:						