

4. Learning About You

1 – Unemployed / looking for a job
2 – Do the house-work
3 – Student
4 – Retired / Pensioner
5 – Other → *Please specify* _____

1 – In another country. Please specify _____

- 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

This image shows a single page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, leaving small margins at the top and bottom. There is no handwriting or other markings on the paper.

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 Opinion About the Museum

2.1 – Regarding your visit, you feel:

- 1 – Very satisfied 2 – Satisfied 3 – Fairly satisfied 4 – Dissatisfied

2.2 – How do you evaluate our SERVICES? *(Please mark only one for each line)*

Services	excellent	good	fair	bad	very bad	don't know
1. Signposts (entrance, exit, toilets...)	1	2	3	4	5	6
2. Comfort (toilet, bag check, temperature in the rooms, seats, drinking fountain, snack bar...)	1	2	3	4	5	6
3. Conservation status and maintenance (of the equipment, exhibited pieces, etc)	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 explanations available (panels, texts, audio-guides, movies, etc.)	1	2	3	4	5	6
8. Welcoming (receptionist, assistants, guard, guide)	1	2	3	4	5	6
9. Access (ease of transportation, street signs, ease of parking)	1	2	3	4	5	6
10. Working hours. <i>Any suggestion on this?</i> _____	1	2	3	4	5	6

2.3 – Do you think you will visit this Museum again?

- 1 – Definitely 2 – Probably yes 3 – Probably no 4 – No

2.4 – In case you consider revisiting this Museum in the next 12 months, why would you return?
(Please mark YES or NO for each line)

1 – To see again what interested you the most	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, an event or to take part in an activity promoted by the Museum	1. YES	2. NO
5 – To study or deepen your knowledge on a specific theme	1. YES	2. NO
6 – To show this Museum to friends or family members	1. YES	2. NO
7 – To bring the kids	1. YES	2. NO
8 – Another reason → <i>Please specify</i> _____		

2.5 – What other themes or subjects would you like to find in this Museum?

3. Learning About Your Visiting Habits to Museums and Cultural Centers

3.1 – Have you visited other museums or cultural centers in the past 12 months?

1 – Yes → *Please specify*

1. _____

2. _____

3. _____

4. _____

5. _____

2 – No → *Please skip to question 3.5*

3 – No, this is the first time I pay a visit to a Museum
→ *Please skip to question 3.5*

3.2 – In the past 12 months, how frequently have you visited museums or cultural centers? *(Please mark only one)*

1 – Once

2 – Twice or three times

3 – More than three times

3.3 – You use to visit museums and cultural centers: *(If necessary, please mark more than one)*

- 1 – On Saturdays
- 2 – On Sundays
- 3 – On other weekdays
- 4 – On vacations

3.4 – You use to visit museums and cultural centers:
(Please mark only one)

1 – In the morning
2 – During lunch-break
3 – In the afternoon
4 – In the evening

3.5 – In your opinion, what factors hamper someone's visit to a museum or cultural center? (Please mark YES or NO for each line)

1 – Ticket price	1. YES	2. NO
2 – Other expenses in such a visit (transportation, meals, etc.)	1. YES	2. NO
3 – Difficult transportation / access	1. YES	2. NO
4 – Hard to park	1. YES	2. NO
5 – Urban violence	1. YES	2. NO
6 – Lack of publicity / information on the museums, exhibits, activities, etc.	1. YES	2. NO
7 – Working days and hours	1. YES	2. NO
8 – Another reason → Please specify _____		

~~4. Learning About You~~

4.1 – Gender:

1 – Male 2 – Female

4.2 – Age: _____ completed years

4.3 – Marital Status / current status:

1 – Single
2 – Married
3 – Widowed
4 – Separated / divorced
5 – Other

4.4 – Education:

- 1 – No schooling
- 2 – Incomplete Elementary School
- 3 – Elementary School
- 4 – Incomplete High School
- 5 – High School
- 6 – Incomplete Undergraduate School
- 7 – Undergraduate School
- 8 – Graduate School:

4.5 – Regarding your skin color/race, describe how you define yourself:

1 – White
2 – Black
3 – Mixed
4 – Asian
~~5 – Indigenous~~

4.6 – Do you carry out any paid for activity?

1 – yes
2 – no → Please skip to question 4.8

4.7 – If you carry out a paid for activity, please specify your condition: (Please mark only one)

1 – Employed in the private sector
2 – Employed in the public sector
3 – Freelancer
4 – Self-Employed
5 – Business Person
6 – Trainee / Scholarship Holder
7 – Other → *Please specify*