

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.

* Indicates required question

MUSEI NAZIONALI DI SIENA *

Choose



Day of the visit

- Sunday or other public holiday
- Saturday
- weekday

Method of visit

- free visit
- guided tour
- participation in an event/manifestation/conference
- Other:

Pre-fill responses, then click "Get link"

Came with

- alone
- partner/spouse
- family
- friends/relatives/acquaintances
- a school group
- an organised group
- Other:

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:

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 don't know	I did not use it
Visiting hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting to the site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitor orientation information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting route	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content communication (panels, captions, mobile cards, audioguide)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interactive and multimedia content (films, virtual reconstructions, downloadable applications, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guided tour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professionalism and courtesy of staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness and decorum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rest/reflection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Pre-fill responses, then click "Get link"

(armchairs,
benches, etc.)

Catering services

Shop

other

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:

Overall, your experience was

- Very positive
- Positive
- Don't know
- Negative
- Very negative
- Other:

Pre-fill responses, then click "Get link"

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

1

2

3

4

5

6

7

8

9

10

Have you visited the museum's website and / or the museum's social profiles? *

Yes

No

If YES, which ones?

- Museum's website
- Facebook
- Instagram
- Youtube
- Twitter
- TikTok
- Blog

If YES, what content did you use?

- photos
- videos
- texts
- online conferences
- educational activities (labs, games, animations, etc...)

Were you satisfied with this content?

	very satisfied	satisfied	dissatisfied	very dissatisfied	neutral
photos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
texts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
online conferences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
educational activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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)

- Book
- Film
- Videogame
- Documentary

Pre-fill responses, then click "Get link"

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)

- Playing
- Travel
- Study
- Working

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)

- 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?

(select max. 3 answers)

- 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

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

Your answer

What would you change?

Your answer

Finally, some information about yourself

Sex

M

F

Age

Your answer

Postcode

Your answer

Qualification

Elem.

Lic. Middle school

Diploma

Degree/Post-graduate

None

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

Your answer

Pre-fill responses, then click "Get link"

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:
(select max. 3 answers)

- 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 679/2016) 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.

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Pre-fill responses, then click "Get link"

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