
Sample Visitor Survey

*Developed by the Jordan Schnitzer
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MUSEUM OF ART



SAMPLE VISITOR SURVEY

Please tell us about your visit today.

1. What motivated you to visit the museum today? *(Check all that apply.)*

- See a particular exhibition. If so, which one? _____
- Attend a particular program. If so, which one? _____
- Visit the entire museum.
- Conduct research/school assignment.
- Personal fulfillment (to learn, relax, pass time, for fun, etc.).
- Spend time with friends/family.
- Entertain out-of-town visitors.
- Other: _____

Please tell us how much you agree with each of the following statements regarding your visit today.	Strongly Agree	Agree	Neither/ Unsure	Disagree	Strongly Disagree	N/A – Didn't Use
2. I enjoyed my visit to JSMA.	5	4	3	2	1	
3. I learned something new about art.	5	4	3	2	1	
4. I learned something new about another culture.	5	4	3	2	1	
5. I learned something about my own culture.	5	4	3	2	1	
6. My culture is represented at the JSMA.	5	4	3	2	1	
7. The JSMA encourages cross-cultural interactions.	5	4	3	2	1	
8. The JSMA is a good place for social gatherings.	5	4	3	2	1	
9. JSMA staff members were helpful and friendly.	5	4	3	2	1	
10. I plan to visit the JSMA again this year.	5	4	3	2	1	
11. The use of technology throughout the museum (e.g., flat screen TVs, tablet kiosks) enhanced my visit. Which did you like best? _____	5	4	3	2	1	NA
12. Parking was easy to find at the JSMA.	5	4	3	2	1	NA
13. My experience would be enhanced if the materials were translated into my language. If so, which language? _____	5	4	3	2	1	NA

Please tell us a little about yourself.

14. Of the following statements, which best describes why you visit museums, generally? *(Select one.)*

- To stimulate my own creativity, to reflect and contemplate, to escape or recharge
- To be moved emotionally, to experience fascinating or beautiful things, to feel a strong sense of personal connection
- To improve my own knowledge or understanding, to satisfy a personal/academic/professional interest in a subject
- To spend time with people in a nice place, to visit a major attraction in the area

15. How often do you visit the JSMA?

- Today was my first visit.
- Less than once per year.
- 1-2 visits per year.
- 3-5 visits per year.
- 6-10 visits per year.
- More than 10 visits per year.

16. Are you a JSMA member?

- Yes. For how long have you been a member? _____
- No. If you would like to become a member, please give us your email: _____

17. Are you affiliated with UO?

- Yes, UO student. Which department? _____
- Yes, UO faculty/staff. Which department? _____
- Yes, UO alumni.
- No.

- 17a. (For students and faculty): Did you know that UO students can become JSMA members for free? Yes. No.
 17b. (For students and faculty): Do you know about JSMA Student Member Advisory Council (JSMAC)? Yes. No.

18. What is your zip code? _____

19. What is your age? <18 18-25 26-35 36-50 51-64 65+

20. How do you self-identify? (Check all that apply.)

- American Indian/Alaskan Native Caucasian Other: _____
 Asian Hispanic/Latino (non-White) Decline to answer
 Black/African American Native Hawaiian/Pacific Islander

21. What is your primary language? _____

22. Did you visit the Bartow Exhibition today? Yes. (Go to question 23.) No. (Survey complete. Thank you!)

23. Please describe the aspect of the Bartow Exhibition that was the most meaningful or impactful for you.

Did viewing Bartow’s work influence your...	Very Much	Some-what	A Little	Not at All	
24. Understanding of what can be considered “Native American art”?	4	3	2	1	
25. Idea of what is considered to be “autobiography” or “self-portraiture”?	4	3	2	1	
26. Understanding of the interconnectedness of world cultures?	4	3	2	1	
27. Appreciation for storytelling and shared cultural traditions?	4	3	2	1	
28. Perception of how creative practice and self-expression may contribute to healing?	4	3	2	1	
29. Interest in the intuitive process of art-making?	4	3	2	1	
How much did each the following aspects of the exhibition enhance your experience of Bartow’s work?	Very Much	Some-what	A Little	Not at All	N/A – Didn’t Use
30. Text information (e.g., labels on art pieces, descriptive panels)	4	3	2	1	NA
31. Guide by Cell audio-tour	4	3	2	1	NA
32. QR codes	4	3	2	1	NA
33. Video installation	4	3	2	1	NA
34. Docent-led tour	4	3	2	1	NA

35. In which of the following ways did the Bartow Exhibition most strongly impact you overall? (Select one.)

- It improved my knowledge or understanding and satisfied a personal/academic/professional interest in the subject.
 I was moved emotionally, experienced fascinating and beautiful things, and felt a strong sense of personal connection.
 It stimulated my own creativity and I was able to reflect, contemplate, and recharge.
 I spent time with people in a nice place and got to visit a major attraction in the area.

Thank you for your time!