

# M4A Survey: M4A Visitor FINAL

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## Start of Block: Introduction

### Q35 Introduction

Please read the consent information below regarding participation in the Museums for All Visitor Study and select yes or no at the end.

This research is being conducted by Thanksgiving Point Institute, Santa Cruz Children's Museum of Discovery, and the Regnier Family Wonderscope Children's Museum (hereafter referred to as the "Research Team"). Our goal is to understand the impact of income-qualifying museum admissions program on both visitors and museums.

### Procedures

You will take a 7-10 minute survey indicating your perception of barriers to and benefits of visiting museums.

### Confidentiality

The Research Team may use quotes or other responses from the study in the final report and in potential publications. Any personal information will be kept confidential and stored on protected networks at Thanksgiving Point Institute.

### Participation

Your participation in the study is completely voluntary. You may withdraw at any time or refuse to participate entirely. There will be no penalty if such actions are taken.

### Compensation

As part of your participation in this study, you will receive a \$5 electronic gift card from Amazon. At the conclusion of the survey, you will be directed to a separate form to enter your email address for the gift card to be sent to. Your email address will not be associated with your survey responses.

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Q36 I am 18 years of age or older.

- Yes (1)
- No (2)

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Q37 I have read and agree to the above information and consent to participate in the visitor study being conducted by the Research Team.

- Yes (1)
- No (2)

**NOTE: SUVEY TAKERS MUST RESPOND "YES" TO BOTH QUESTIONS ABOVE TO CONTINUE WITH THE SURVEY.**

End of Block: Introduction

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Start of Block: State/Museum

Q39 In which state was the museum where you received the invitation to take this survey?

▼ Arkansas (4) ... Wisconsin (51)

**NOTE: DROP DOWN MENU OF STATES WHERE HOST MUSEUMS ARE LOCATED**

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Q40 Which museum invited you to take this survey?

▼ Museum of Discovery (1) ... Olbrich Botanical Gardens (30)

**NOTE: DROP DOWN MENU SHOWING ONLY HOST MUSEUMS IN THE STATE SELECTED ABOVE**

End of Block: State/Museum

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Start of Block: Satisfaction/Belonging

Q38 Thank you for being willing to help us with this research. Our goal is to understand the impact of income-qualifying museum admissions program on both visitors and museums, and how such programs can help museums better serve *all* members of their communities.

Throughout the survey, we use the term "museum" to include museums as well as zoos, botanical gardens, and other cultural organizations.

You will be asked questions about your perception of barriers and benefits of visiting this museum. Please be honest and frank in all your responses.

When asked about your visit to the museum, think about your experience at this museum in general - including all of the past visits that you may have made to this museum.

When asked about *your group*, this can include yourself as well as all the people you came with - including family and friends, children and adults.

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Q1 How satisfied are you with your visit to the museum?

- Extremely dissatisfied (11)
  - Somewhat dissatisfied (12)
  - Neither satisfied nor dissatisfied (13)
  - Somewhat satisfied (14)
  - Extremely satisfied (15)
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Q3 Please mark how much you agree or disagree with the following statements.

	Strongly disagree (6)	Somewhat disagree (7)	Neither agree nor disagree (8)	Somewhat agree (9)	Strongly agree (10)
The museum provided an equal experience for all guests. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt comfortable being myself in the museum. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The museum didn't feel like it is for someone like me. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt welcome here. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Museum staff were friendly to me during my visit. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Satisfaction/Belonging

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Start of Block: Barriers

Q27 How important was the Museums for All access program (i.e. free or reduced admission) in your decision to come to the museum?

- I would not come without it. (1)
  - I might come without it. (2)
  - I would come without it. (3)
-

**NOTE: Q27 APPEARS ONLY TO MUSEUMS FOR ALL VISITORS. OTHERS WILL SEE A QUESTION ASKING IF THEY ARE A MEMBER OF THE MUSEUM VISITED.**

Q4 People have different reasons for not visiting the museum. Please mark how you feel about each of the following:

	Not a Barrier (1)	Minor Barrier (2)	Moderate Barrier (3)	Significant Barrier (4)	Extreme Barrier (5)
Cost of entry. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of extras while at the museum (food, parking, souvenirs). (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of a language I am comfortable with. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is too inconvenient to get to this museum. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My friends and family prefer to spend their time elsewhere. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I didn't feel safe at the museum. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6 Are there other reasons you have for not visiting the museum?

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End of Block: Barriers

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Start of Block: Benefits

Q7 People see different benefits of visiting the museum. Please indicate how you feel about each of the following:

	Not a Benefit (1)	Minor Benefit (2)	Moderate Benefit (3)	Significant Benefit (4)	Extreme Benefit (5)
Spending quality time with family/friends. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having new experiences. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating memories. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learning new things. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An escape from everyday concerns. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q8 People see different benefits of visiting the museum. Please indicate how you feel about each of the following:

	Not a Benefit (1)	Minor Benefit (2)	Moderate Benefit (3)	Significant Benefit (4)	Extreme Benefit (5)
Learning new things about the people you came with. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staying updated on relevant topics. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a safe place to spend time with friends and family. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being entertained. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 Are there other benefits you, and/or those you visited with, experience from visiting the museum?

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End of Block: Benefits

Start of Block: Relationships

Q10 People often visit the museum as a shared experience with others. Please mark how much you agree or disagree with the following statements:

	Strongly disagree (6)	Somewhat disagree (7)	Neither agree nor disagree (8)	Somewhat agree (9)	Strongly agree (10)
The museum provides a place for me and my group to spend time together. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Today's visit to the museum brought a lot of joy to my group. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel closer to the people I came with today because of the experience we had together. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My group had more time to talk and to listen to each other, because of our visit. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I did something positive for the people in my group by visiting the museum with them. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q14 On a scale from 0-10, how likely is it that you would recommend this museum to a family member, friend or colleague?

- 0 (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 (10)

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Q15.1 Please explain the reason for your response above.

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Q11 On a scale from 0-10, how likely is it that you will visit this museum, or another museum, again in the near future?

- 0 (0)
  - 1 (1)
  - 2 (2)
  - 3 (3)
  - 4 (4)
  - 5 (5)
  - 6 (6)
  - 7 (7)
  - 8 (8)
  - 9 (9)
  - 10 (10)
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Q13 Please explain the reason for your response above.

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Q16 Is there anything else you would like to tell us about your visit?

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End of Block: Relationships

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Start of Block: Demographics

**Q *The following questions help us understand our visitors and how we can better serve all our community members.***

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Q17 How many times per year do you visit this museum?

- Once per year (1)
  - 2-5 times per year (2)
  - 6-9 times per year (3)
  - 10 or more times per year (4)
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Q18 Including yourself, how many people were in your group visiting the museum today?

- I came alone (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 or More (8)

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*Display This Question:*

*If Including yourself, how many people were in your group visiting the museum today? != I came alone*

Q19 Did your group include children?

- Yes (1)
- No (2)

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*Display This Question:*

*If Did your group include children? = Yes*

Q20 How many children in each age range were in your group?

- Ages 0-3 (1) \_\_\_\_\_
  - Ages 4-9 (2) \_\_\_\_\_
  - Ages 10-13 (3) \_\_\_\_\_
  - Ages 14-17 (4) \_\_\_\_\_
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*Display This Question:*

*If Including yourself, how many people were in your group visiting the museum today? != I came alone*

Q21 Of the people I came to the museum with today:

- None are related to me. (1)
  - Some are related to me. (2)
  - All are related to me. (3)
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Q22 What is your gender identity?

- Man (1)
  - Woman (2)
  - Self Describe: (3) \_\_\_\_\_
  - Prefer not to say (4)
-

Q23 With which racial or ethnic group(s) do you identify? (Select all that apply.)

- American Indian or Alaska Native (1)
  - Asian or Asian American (2)
  - Black or African American (3)
  - Hispanic or Latino/a/x (4)
  - Native Hawaiian or Pacific Islander (5)
  - White (6)
  - Prefer to self-describe: (7)
- 
- Prefer not to say (8)

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Q24 What is your zip code?

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Q25 What is your annual household income?

- Under \$25,000 (1)
  - \$25,000 - \$49,999 (2)
  - \$50,000 - \$74,999 (3)
  - \$75,000 - \$99,999 (4)
  - \$100,000 - \$149,999 (5)
  - \$150,000 - \$199,999 (6)
  - \$200,000 - \$249,999 (7)
  - \$250,000 - \$300,000 (8)
  - More than \$300,000 (9)
  - Don't know (10)
  - Prefer not to say (11)
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Q26 Which program do you participate in?

- SNAP/EBT (1)
- WIC (2)
- Other: (3) \_\_\_\_\_

**NOTE: Q26 APPEARS ONLY TO MUSEUMS FOR ALL VISITORS**

End of Block: Demographics

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Start of Block: Email for incentive

Q41 Thank you for your time and responses. If you would like to receive a \$5 Amazon gift card, please enter your email below. Your email will be kept separate from your responses.

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End of Block: Email for incentive

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