

Museums for All Visitor Study FAQs for Guest Services Staff

Do I have to take the survey?

No, the survey is completely voluntary. The research is important to museums across the country and we would love to have your help with it, but it's completely up to you.

Can I take the survey in a different language?

Yes, the survey is available in 13 languages!

Arabic	Japanese	Tagalog
Chinese	Portuguese	Ukrainian
English	Russian	Vietnamese
Farsi	Somali	
French	Spanish	

Who will have access to my contact information?

When you share your email address or phone number, it will be added to a secured system managed by Thanksgiving Point Institute. Thanksgiving Point is a museum complex in Utah. Their team is managing this research project and will use your email only to send you the survey, and if you complete the survey, to send you a \$5 Amazon gift card to say, "Thank You!" Thanksgiving Point will not share your contact information with anyone. You will not be contacted for any other reason or added to any mailing lists.

How will this information be used?

Quickest Responses

- When you share your email address or phone number, you will be sent the survey.
- Your answers to the survey will be anonymous.
- Your responses will be part of a larger data set. We'll report what we learn from that data set in articles at conferences for people who work in museums so we can improve the way we do things.

More Information

- With this research, we want to understand what kinds of experiences different types of visitors are having. In particular, are things that make it hard to come to museums and what you see as the benefits of coming to a museum.
- We are one of 30 museums across the country participating in the research. Our goal is to get 900 responses to the survey. Your responses will be part of this large data set that will be studied as a whole.

How long does the survey take?

There are about 30 questions on the survey, and it should take you less than 10 minutes to answer them all. At the end of the survey, you can put in your email address and the research team will send you a \$5 Amazon gift card.

Can I just take the survey now?

We want people to enjoy their time at the museum and not have to think about taking a survey during their visit. So we'll send you the survey in the next day or two. Hopefully that will also give you a little time to think back on the visit by the time you're taking the survey.