

# Visitor Studies



Didarchtik, Grundtvig Learning Partnership (EXARC)

Calafell, November 2010

Why?

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To start.

Sample design.

Developing the questionnaire.

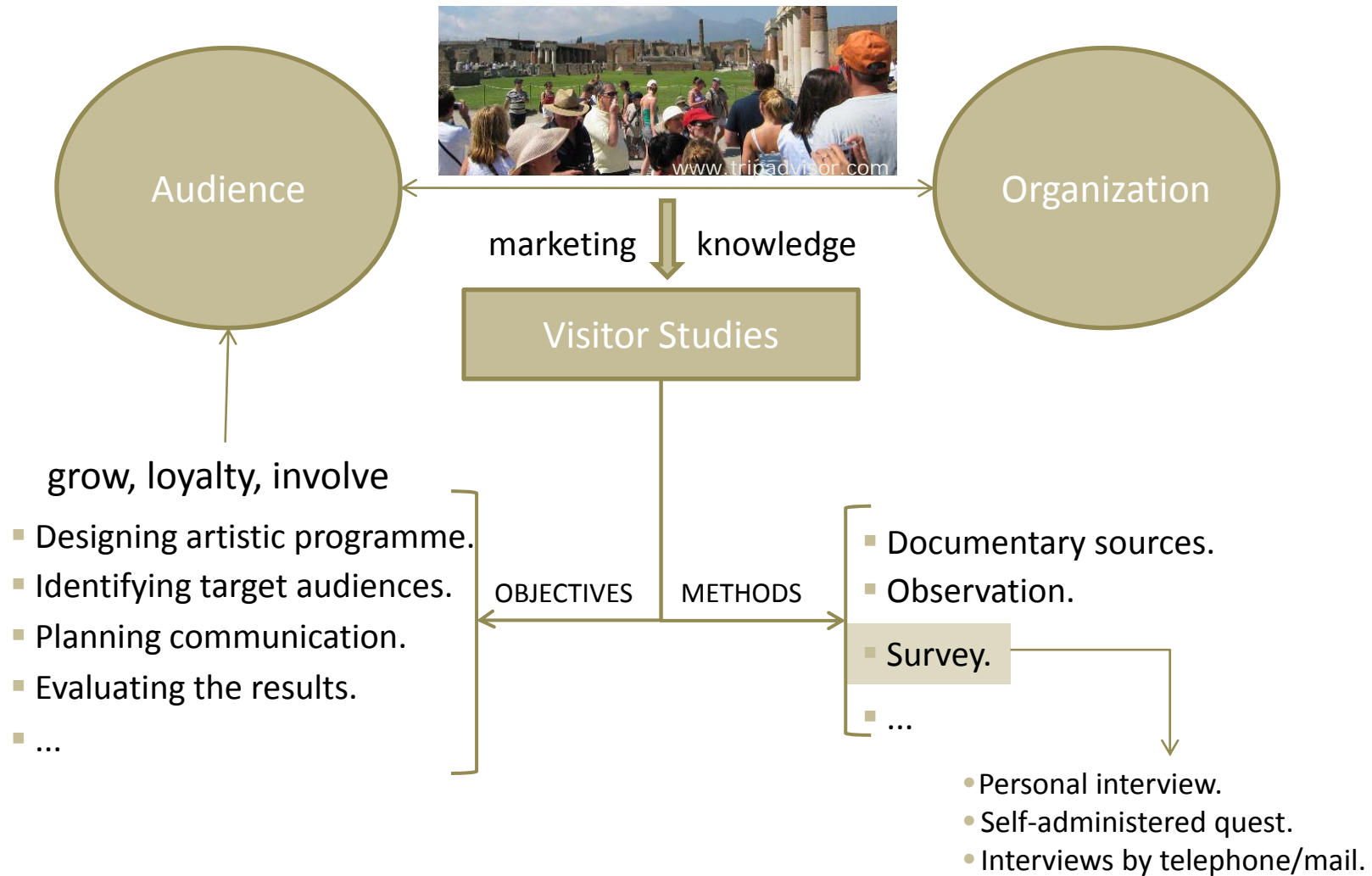
Collecting survey data.

Data processing.

Interpreting survey results.

# WHY?

## Visitors Studies



## To START Visitor Studies

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- Define the MAIN OBJECTIVES and SECONDARY OBJECTIVES.
- Define the UNIVERSE or SAMPLING FRAME.
- Consult the SECONDARY DATA available.
- Define the METHODOLOGIE.

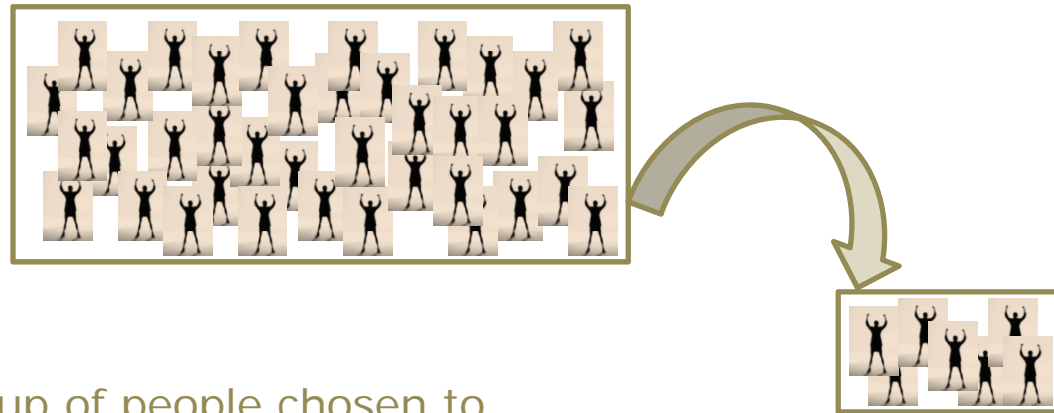
## SAMPLE DESIGN

# Visitor Studies

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- SAMPLe.

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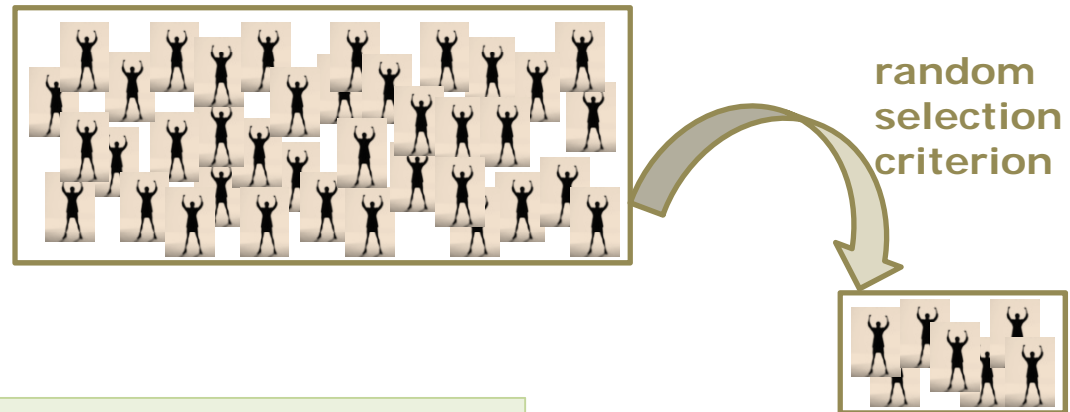
SAMPLe is a small group of people chosen to represent a larger group.

## SAMPLE DESIGN

### Visitor Studies

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- SAMPLE.
- RANDOM SAMPLE.
- 



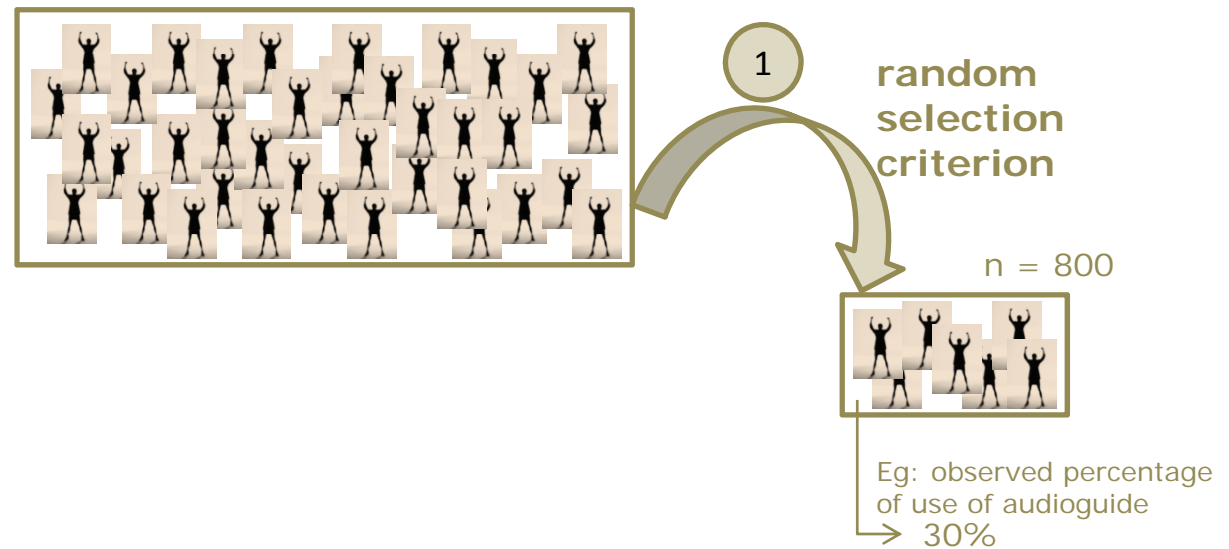
Eg: the interviewed were trained to stop the first person that passed, every 15 minutes, through an imaginary line drawn in front of them.

# SAMPLE DESIGN

## Visitor Studies

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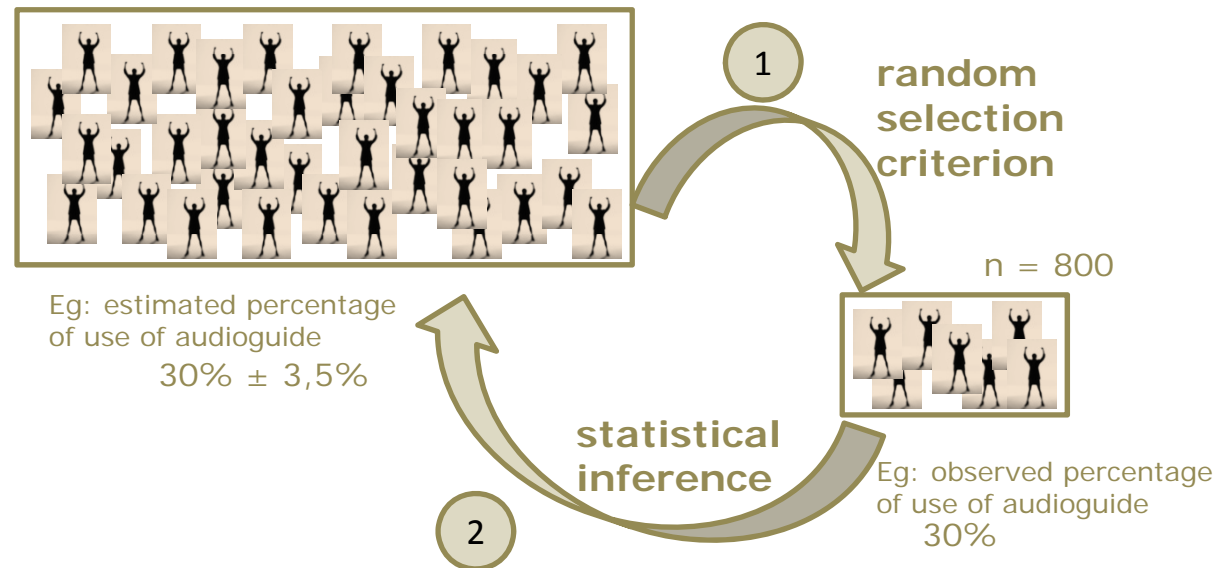
- SAMPLE.
- RANDOM SAMPLE.
- 



# SAMPLE DESIGN

## Visitor Studies

- SAMPLE.
- RANDOM SAMPLE.
- 

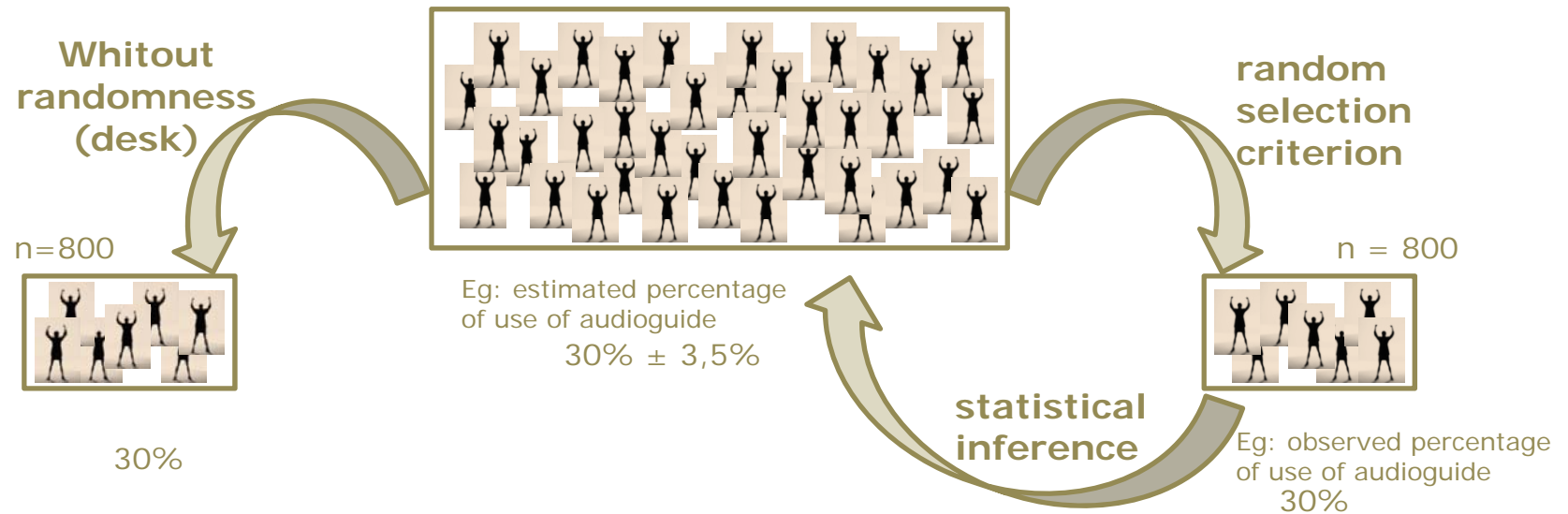




# SAMPLE DESIGN

## Visitor Studies

- SAMPLE.
- RANDOM SAMPLE.
- 



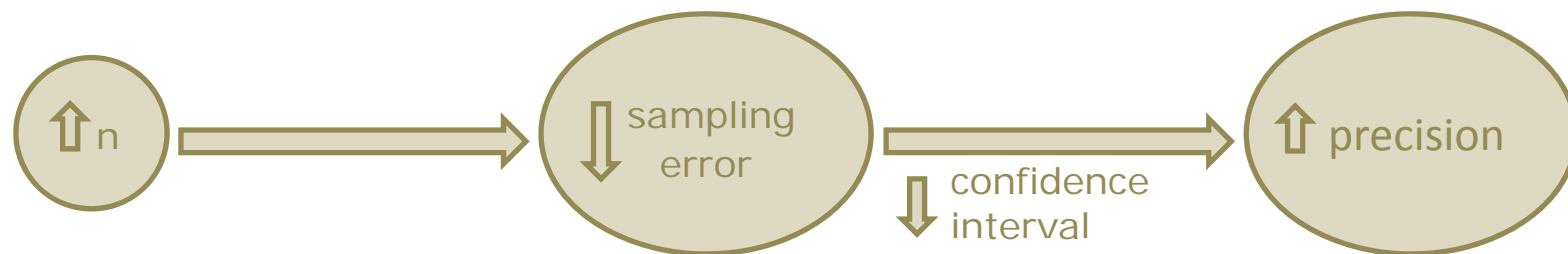
## SAMPLE DESIGN

### Visitor Studies

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- SAMPLE.
- RANDOM SAMPLE.
- SAMPLE SIZE.

- Independent to the size of the universe.
- Determine the precision or accuracy of survey results (SAMPLING ERROR).



## SAMPLE DESIGN

### Visitor Studies

- SAMPLE.
- RANDOM SAMPLE.
- SAMPLE SIZE.

Sample	Size	Universe
68,8% visit only the Pompeii excavations.	400	68,8% ± 5,0% [63,8% – 73,8%]
	800	68,8% ± 3,5% [65,3% – 72,3%]
	1.200	68,8% ± 2,9% [65,9% – 71,7%]
	5.700	68,8% ± 1,3% [67,5% – 70,1%]

Sample size	Sampling error
25	20,0
50	14,2
75	11,5
100	10,0
150	8,2
200	7,1
250	6,3
300	5,8
400	5,0
500	4,5
600	4,1
800	3,5
1.000	3,2
2.000	2,2
3.000	1,8
4.000	1,6
5.000	1,4
10.000	1,0
50.000	0,40

# DEVELOPING THE QUESTIONNAIRE

## Visitor Studies

### QUESTIONNAIRE

MUSEU D'ART MODERN DEL MNAC

*One of the priority objectives of the Museu d'Art Modern del Museu Nacional d'Art de Catalunya is to satisfy the visiting public. Our aim is to please as many people as possible, and to succeed in this we need your participation. When you have finished your tour of the Museum, please take a few minutes to fill out this questionnaire before you leave. Thank you for your time and attention, and once you have completed the form, please submit it to our personnel, either at the information desk or at the ticket desk in the lobby, who will offer you a small memento of the Museum.*

To answer you need only put a cross in the appropriate box. For example, if your answer is yes:

-Yes

-No

The last question (19) is open, so you will be able to express your opinions in greater detail.

#### 1. Have you ever visited the Museu d'Art Modern before?

-Yes

-No

If your answer is affirmative, how many times have you come here, including today's visit? \_\_\_\_\_

#### 2. How did you learn of the existence of the Museu d'Art Modern? (Please mark a single answer)

-Recommendations of relatives, friends, etc.

-Brochures about the Museum

-A guide book

-A tourism office

-Reviews, commentaries (press, television)

-Advertising (press, television)

-Street signs

-Tourist information centres

-Cultural information centres

-Travel agencies, tour operators

-I have been aware of its existence for a long time

-Other (specify) \_\_\_\_\_

#### 3. How did you get to the Museum?

-On foot

-The underground/metro

-City bus

-Taxi

-Tour coach

-Barcelona Bus Turístic

-Other

#### 4. What was the main reason that led you to visit the Museum today? (Please mark a single answer)

-To discover the collections in the Museum

-To reexamine and explore the collections in greater depth

-To see a temporary exhibit

-To complete a class assignment

-To introduce other people to the Museum

-To attend an activity

-Another reason (specify) \_\_\_\_\_

#### 5. Today did you come:

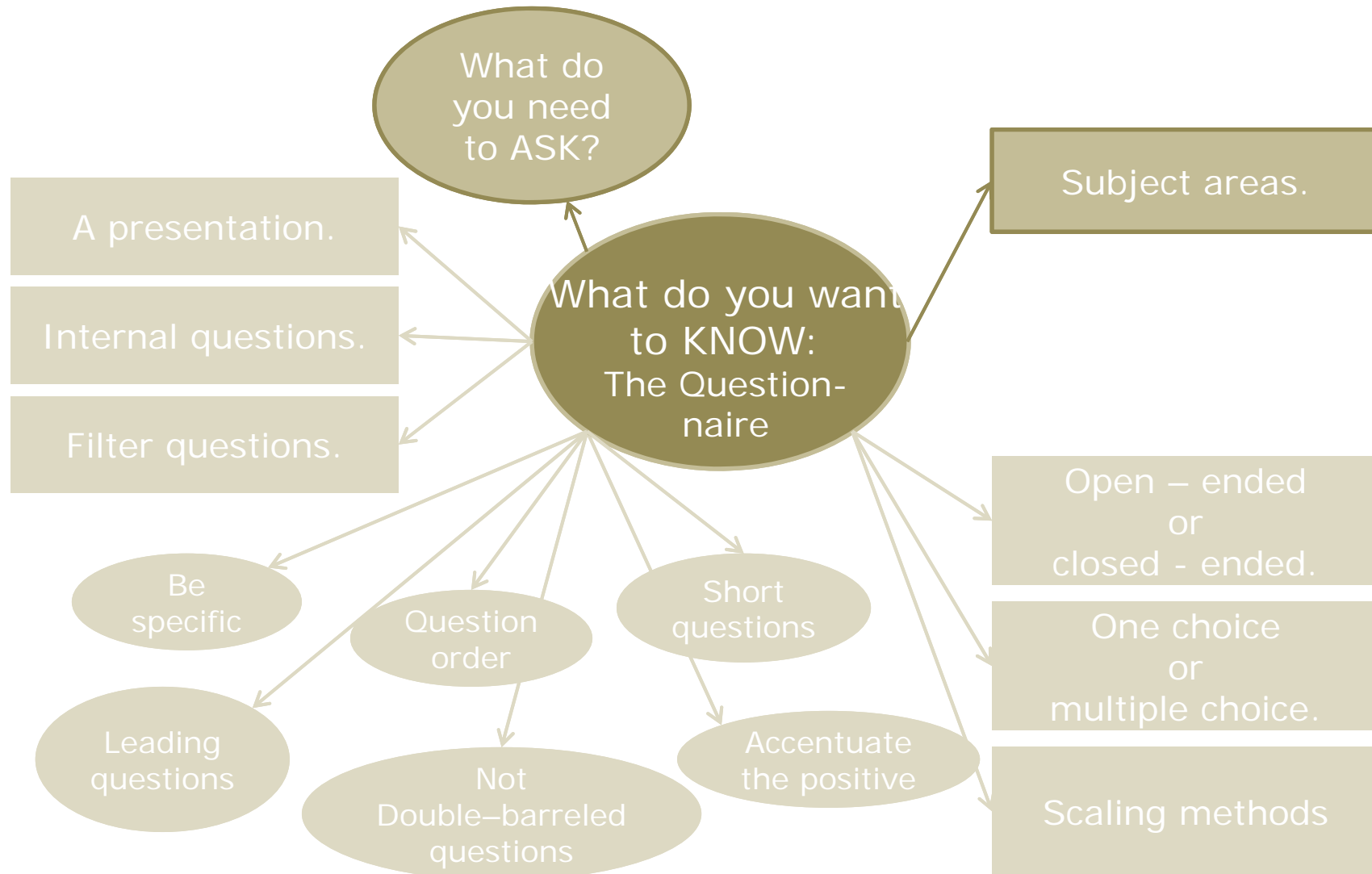
-Alone

-With other/s

If you came alone, proceed to question 7

# DEVELOPING THE QUESTIONNAIRE

## Visitor Studies



# DEVELOPING THE QUESTIONNAIRE

## Visitor Studies

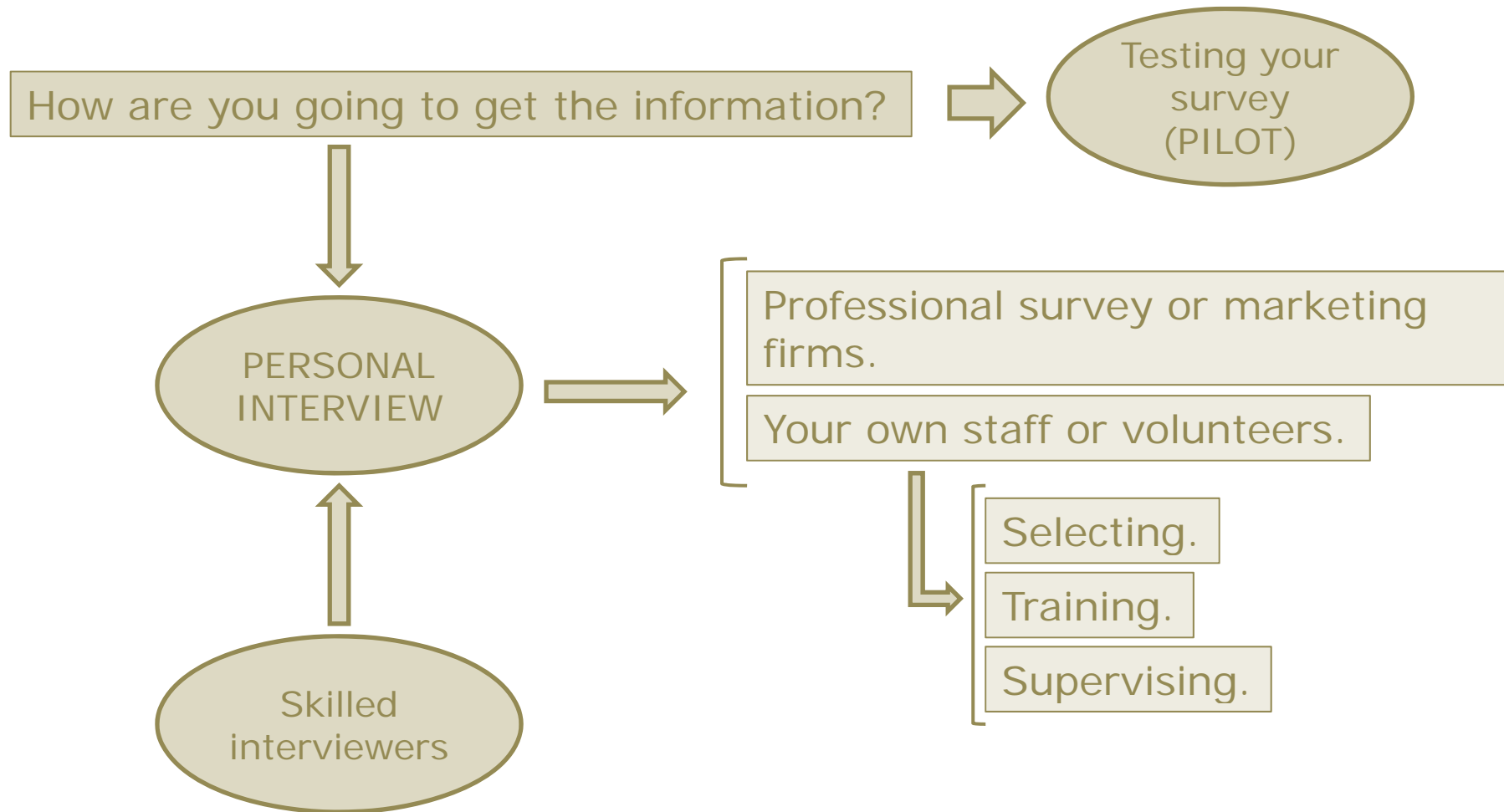
### Subject areas.

Sociodemographic	<ul style="list-style-type: none"> <li>Gender.</li> <li>Age.</li> <li>Educational level.</li> </ul>	<ul style="list-style-type: none"> <li>Occupation.</li> <li>Residence.</li> </ul>
Attitudes	<ul style="list-style-type: none"> <li>Previous visit.</li> <li>Habits.</li> </ul>	<ul style="list-style-type: none"> <li>Free time.</li> <li>Media.</li> </ul>
Current visit	<ul style="list-style-type: none"> <li>Composition of the visit group.</li> <li>Duration.</li> </ul>	<ul style="list-style-type: none"> <li>Transport.</li> <li>Reasons.</li> </ul>
Opinion	<ul style="list-style-type: none"> <li>General valoration.</li> <li>Valoration of specific units.</li> <li>Valoration services.</li> <li>Expectations.</li> <li>Possibility of futur visits.</li> </ul>	<ul style="list-style-type: none"> <li>Possible recommendation.</li> <li>Orientation problems.</li> <li>Suggestions.</li> <li>Emotional impact.</li> </ul>
Understanding	<ul style="list-style-type: none"> <li>Assimilation of basic ideas.</li> </ul>	<ul style="list-style-type: none"> <li>Memory content.</li> </ul>
<p> <span style="color: green;">■</span> FACTUALS                <span style="color: blue;">■</span> ATTITUDES                <span style="color: red;">■</span> OPINION         </p>		

# COLLECTING SURVEY DATA

## Visitor Studies

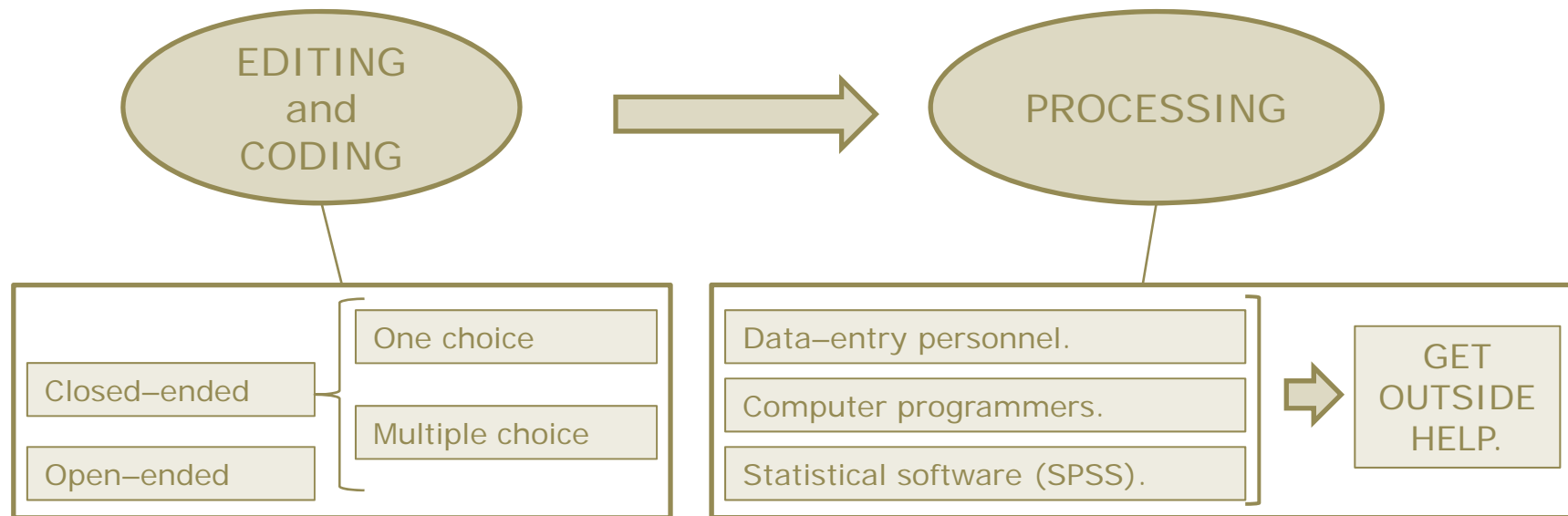
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# DATA PROCESSING

## Visitor Studies

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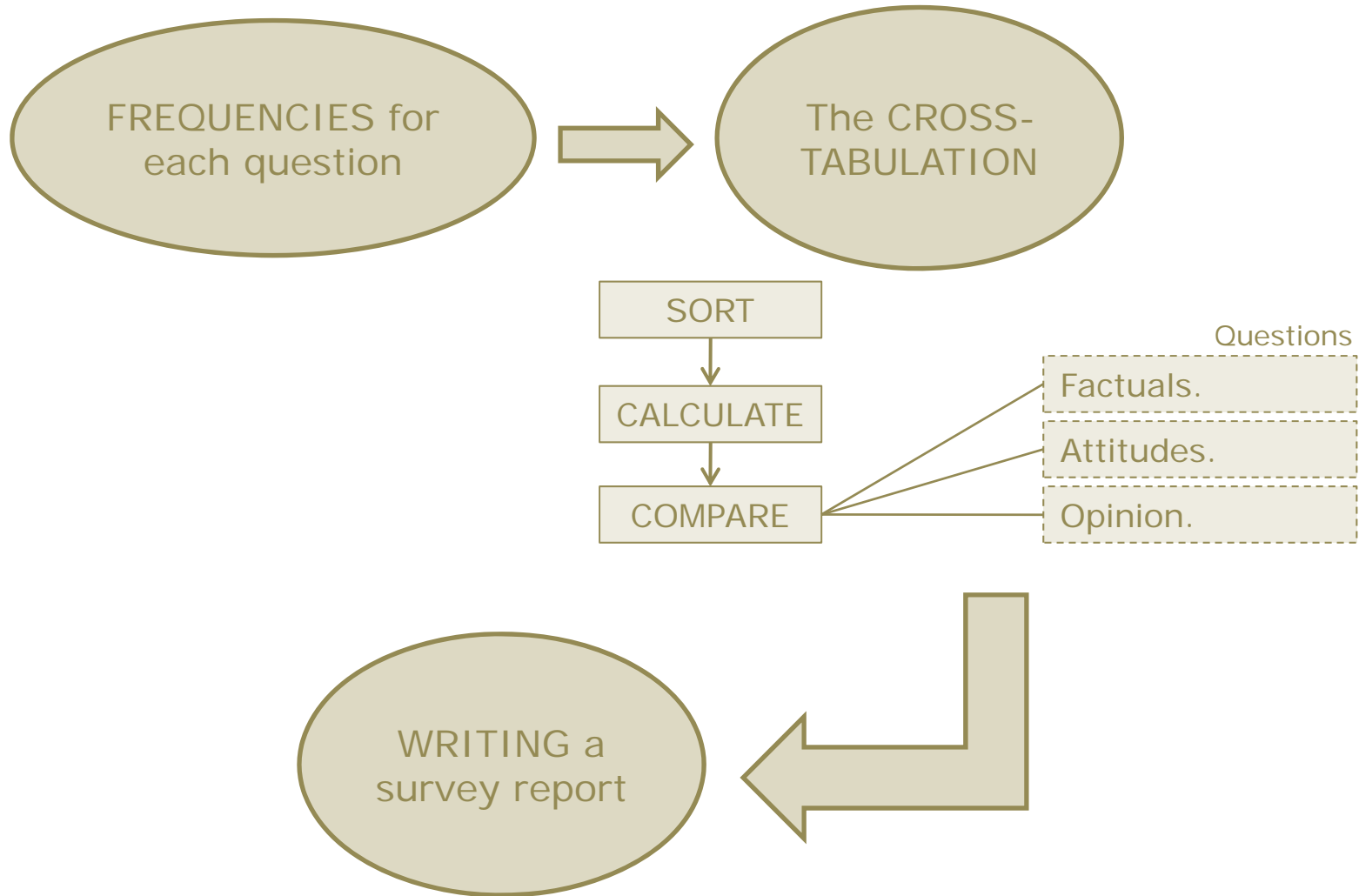




# INTERPRETING SURVEY RESULTS

## Visitor Studies

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Thank you very much!

Visitor Studies  
Calafell, November 2010

Antoni Laporte,  
Rosario Peláez  
ARTImetria

