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.

MUSEO ARCHEOLOGICO NAZIONALE DI NAPOLI

1.	Day of the visit
	Contrassegna solo un ovale.
	Sunday or other public holiday
	Saturday
	weekday
2.	Method of visit
	Contrassegna solo un ovale.
	Free visit
	Guided tour
	participation in an event/manifestation/conference
	other

	Contrassegna solo un ovale.
	alone
	partner/spouse
	family
	friends/relatives/acquaintances
	a school group
	an organised group
	other
4.	Why did you visit this museum?
	select max. 3 answers
	Seleziona tutte le voci applicabili.
	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

3. Came with

How do you rate the following aspects of the visit in relation to your needs? 5. (Please express your appreciation on a scale from 1 to 5 or indicate why you cannot answer) Contrassegna solo un ovale per riga. non ho 5 1 2 3 4 non c'è non so usufruito **Visiting hours Getting to the** site **Visitor** orientation information **Visiting route Content** communication (panels, captions, mobile cards, audioguide) Interactive and multimedia content (films, virtual reconstructions, downloadable applications, etc.) **Guided tour Professionalism** and courtesy of staff Cleanliness and decorum **Rest/reflection** areas (armchairs, benches, etc.) **Catering** services Shop

other

Did the visit live up to expectations?
Contrassegna solo un ovale.
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 Contrassegna solo un ovale. Very positive Positive Don't know Negative Very negative
From 1 to 10 what grade would you give the museum? Contrassegna solo un ovale. 1 2 3 4 5 6 7 8 9 10

9.	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)		
	Contrassegna solo un ovale.		
	Square		
	School		
	Temple		
	Workshop		
10.	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)		
	Contrassegna solo un ovale.		
	Book		
	Film		
	Videogame		
	Documentary		
11.	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)		
	Contrassegna solo un ovale.		
	Playing		
	Travel		
	Study		
	Working		

	(for each group, choose the definition that comes closest to your opinion)		
	Contrassegna solo un ovale.		
	Telling Teaching		
	Stimulate		
	Amaze		
13.	Will you come back?		
	Contrassegna solo un ovale.		
	Yes		
	If it happens		
	Probably not		
	No, never		
	I don't know		
11	What would analyze a you to some book?		
14.	What would encourage you to come back? (select max. 3 answers)		
	Seleziona tutte le voci applicabili.		
	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		

Which of the following words do you most associate with the museum you visited?

12.

15.	If you wish, you can indicate below any diffication around the route.	ulties in finding your way around or moving
16.	What would you change?	
	Finally, some information about yourself	_
17.	Sex	
	Contrassegna solo un ovale.	
	M	
	F	
18.	Age	
19.	Postcode	
20.	Qualification	
	Contrassegna solo un ovale.	
	Elem.	
	Lic. Middle school	
	Diploma	
	Degree/Post-graduate	
	None	
21.	How many times have you visited a museum	in the last 12 months?

	Contrassegna solo un ovale.			
	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			
23.	In general, for you a place of culture is associated with:			
	(select max. 3 answers)			
	Seleziona tutte le voci applicabili.			
	studying			
	work			
	holiday			
	travelling			
	learning			
	on Saturday or Sunday			
	to a special moment			
	to an escape from the world			
	Other			
The c	questionnaire ends here, thank you for your cooperation.			
	ata collected as part of this research is anonymous and will be processed in aggregate form for			
	tical and research purposes.			
Accor	ding to the GDPR (Regulation 679/20016) point 26 of the recitals, 'the data protection principles			
	arang ang ang ang ang buang ang ang ang ang inakamang kinanting tinakamang kinang akinah alang ang kanalaka ka			

Which of the following best describes your cultural habits?

22.

According to the GDPR (Regulation 679/20016) 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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