



Source: Australia Council for the Arts

PROFILING YOUR VISITORS

A Collaborate Initiative for Australian Cultural Institutions









Evaluation & Visitor Research SIG
Museums Australia
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BACKGROUND

Identification of the visitor has become a primary concern of cultural institutions throughout Australia. A further need, however, is now also emerging – the value of being able to compare those visitors to one institution with those who visit other institutions.

The Evaluation & Visitor Research Special Interest Group of Museums Australia recognised this need and set out to establish standardised questions that can be used by cultural institutions throughout Australia. The outcome of the use of such questions would be information that informed the individual institution and allowed it to compare itself with other institutions. The use of such questions will help museum professionals to better understand our industry nationally.

Evaluation and visitor research practitioners from the following institutions formulated the questions –

	Australian National Maritime Museum		Museum Victoria
	Australian Museum		Sovereign Hill
	Australian War Memorial		Royal Botanic Gardens of Sydney
	National Museum of Australia		Western Australia Museum

It is hoped that institutions without access to dedicated audience research staff will find these questions useful. Additional questions may and will always be asked by individual institutions but if all institutions start to ask this basic set of questions in the same way, future comparisons of the visitor will be possible.

HOW THE QUESTIONS WERE IDENTIFIED

An audit of questions used to describe visitors at different institutions was conducted. These questions were consolidated and compared to identify:

1. the range of core questions that describe visitors usefully,
2. questions that yield information for reporting to government, and
3. a preferred way of asking each question so that answers are accurate and consistent.

Finally, the questions were compared for consistency with similar questions used by the Australian Bureau of Statistics so that the characteristics of visitors to cultural institutions could be compared with individual state and Australian populations.

HOW TO USE THE QUESTIONS

Although not an exhaustive set of questions they address basic demographic and visitation information.

The question format presented here is mostly for surveys that are administered by an interviewer. If using a self-complete methodology some question formats may need to be reviewed. For example, the alternative question for employment is more appropriate for a self-complete methodology and the sex question does not need to be asked if the questionnaire is being administered. The interviewer would observe the sex of the respondent and merely record it.

Numbering of the questions has not been done here as these will change for different questionnaires. There are however 'skips' – questions that are only asked depending on how the respondent replied to previous questions- that must be addressed when designing the overall questionnaire. Make sure that your survey 'reads' accurately and respondents or interviewers know the correct question order.

It is important to always allow the opportunity for respondents to either 'can't say' or 'refuse to respond', especially as some of these questions may be considered personal. Build into your survey an option to record both of these response options.

An electronic version of the questions is available on the EVR SIG website: <http://www.amol.org.au/evrsig>

AGE

What was your age at your last birthday? ___ yrs

The results should be reported as follows -

less than 15 years ... 01	40-44 years..... 08
16-17 years..... 02	45-49 years..... 09
18-19 years..... 03	50-54 years..... 10
20-24 years..... 04	55-59 years..... 11
25-29 years..... 05	60-64 years..... 12
30-34 years..... 06	65-69 years..... 13
35-39 years..... 07	70+ years..... 14

EDUCATION

What is the highest educational level you have attained to date?

primary school	1
high school	2
certificate	3
advanced Diploma and Diploma	4
bachelor Degree	5
graduate Diploma/Certificate	6
postgraduate Degree	7
other <i>specify</i>	8

EMPLOYMENT

1. Are you **NOW** employed in paid work?

yes	1	go to Q1a
no	2	go to Q1b

1a Is that **FULL-time** for 35 hours or more a week, or **PART-time**?

yes, full-time	1
yes, part-time	2

1b Are you **READ OUT. CIRCLE ONE ONLY**

looking for work	1
home duties.....	2
student	3
retired	4
non worker, nfi.....	5
travelling.....	6
invalid pensioner	7

An alternative question could be:

Which best represents your current employment status? **READ OUT. CIRCLE ONLY ONE**

work full time (35 hours or more a week)	1
work part time	2
looking for work	3
home duties	4
student.....	5
retired	6
travelling	7
invalid pensioner	8
other	9

INCOME

What is your approximate 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 and over.....	7

VISITOR ORIGIN

In which country do you live?

Australia	1	continue
other <i>specify</i>	2	skip

What is your postcode?

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COUNTRY OF BIRTH

In which country were you born?

Australia	1	skip
other <i>specify</i>	2	continue

IF BORN OVERSEAS, how many years have you lived in Australia?

less than 5 years	1
5-10 years	2
11-20 years	3
more than 20 years	4

Are you of Aboriginal or Torres Strait Islander origin?

CIRCLE ALL THAT APPLY. MORE THAN ONE RESPONSE

no	1
yes, Aboriginal.....	2
yes, Torres Strait Islander	3

LANGUAGE

Do you speak a language other than English at home?

no, English only.....	1
yes <i>specify</i>	2

How well do you speak English?

very well	1
well.....	2
not well.....	3
not at all.....	4



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CHILDREN

Are you the parent or guardian of any children aged 17 years or younger?

- yes 1 continue
no 2 skip

IF YES, ASK: Are any of those children aged between:

- 0 and 2 years of age? 1
3 and 4 years of age? 2
5 and 8 years of age? 3
9 and 12 years of age? 4
13 and 17 years of age? 5

SEX

What is your sex?

- male 1
female 2

VISITOR CONSTITUENCY

How many people, including yourself, came with you today? ____ *IF ONE SKIP ALL*

Including yourself, how many of these are adults? ____

And how many of these are children aged 17 years or younger? _____

Did you come today: *READ OUT AND CIRCLE ALL THAT APPLY:*

- with an adult friend? 01
with an adult relative? 02
with your parent(s)? 03
with your grandparent(s)? 04
with your spouse/ partner? 05
with child/ren aged 0-2 years? 06
with child/ren aged 3-8 years 07
with child/ren aged 9-12 years? 08
with child/ren aged 13-15 years? 09
with child/ren aged 16-17 years? 10
with organised group or tour 11

Including yourself, where do the people in your group

live *READ OUT AND CIRCLE ALL THAT APPLY*

- metropolitan? 1
regional? *specify* _____ 2
interstate? *specify* _____ 3
overseas? *specify* _____ 4

VISITATION

Have you ever been to [name of institution] before?

- no 1 skip
yes 2 continue

How long is it since your last visit to [name of institution]?

- Less than 12 months 1 continue
1 year or more, less than 2 years 2 skip
2 years or more, less than 5 years 3 skip
5 years or more, less than 10 years 4 skip
10 years or more 5 skip

How many times have you visited [name of institution] in the last 12 months, not counting your visit today?

How many times have you visited a museum other than this one in the last 12 months?

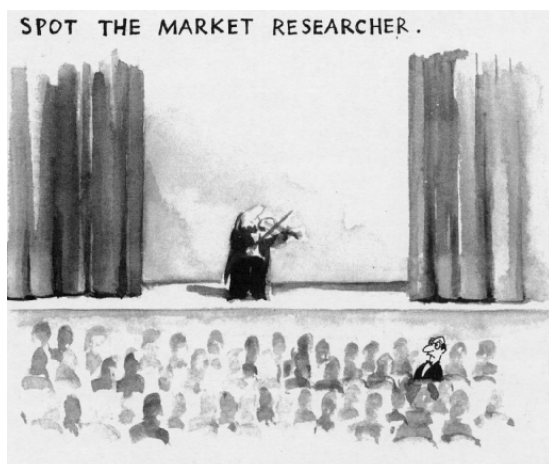
- Haven't been to any 1
1-2 times 2
3-4 times 3
5+ times 4

How many times, if at all, would you be likely to visit [name of institution] in the next 12 months?

TRANSPORT

How did you get to this museum today?

- train 01
bus 02
ferry 03
tram/light rail 04
taxi 05
car/motorbike/ motor scooter 06
car (dropped off) 07
walked only 08
bicycle 09
others *specify* _____ 10



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If you would like more information about these standardised or other questions or if you would like to provide comments on them please contact: Carolyn Meehan, Museum Victoria
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