StEPs-UT AUDIENCE MODULE
Introduction to Audience

HANDS-ON ACTIVITY #4 = 10 minutes
Survey Critique

INSTRUCTIONS:
1) Divide into pairs.
2) Determine the problems with each question on this survey.
3) Propose a solution to each problem.

Please answer the following questions based on your most recent visit to the Museum of Awesomeness.

1. People like museums that have interactive elements, good interpretations, and friendly staff. Tell me a little bit about this museum.

2. What is your annual household income?

☐ I prefer not to say. ☐ $80,000 - $89,999
☐ Below $10,000 ☐ $90,000 - $99,999
☐ $10,000 - $19,999 ☐ $100,000 - $109,999
☐ $20,000 - $29,999 ☐ $110,000 - $119,999
☐ $30,000 - $39,999 ☐ $120,000 - $129,999
☐ $40,000 - $49,999 ☐ $130,000 - $139,999
☐ $50,000 - $59,999 ☐ $140,000 - $149,999
☐ $60,000 - $69,999 ☐ $150,000 or higher
☐ $70,000 - $79,999

3. To what extent do you agree or disagree with the following statement?

I wish this museum had more docents or more interpretive signage.

| Disagree | Somewhat Disagree | Neutral | Somewhat Agree | Agree |

4. Did you purchase any of the following from the museum store during your last visit?
(Check all that apply.)
• Dinosaur figurines
• Butterfly pendants
• Plush animals
• Squiggles
• Candy
• Juice
• Soda

- T-shirt
- Sweatshirt
- Pants
- Explorer kit
- Magnifying glass
- Costumes
- Gift card
- Rocks
- Journals
- Pencils
- Jewelry

5.   How old are you?
☐ Under 20
☐ 20 – 30
☐ 30 – 40
☐ 40 – 50
☐ 50 – 60
☐ Over 60

6.   I would not recommend this museum to a friend.   ☐ Yes   ☐ No

7.   How would you rate the helpfulness of museum staff on a scale of 1 to 10 where 1 is not at all helpful and 10 is extremely helpful? (Circle one number.)

Not at all Helpful	1	2	3	4	5	6	7	8	9	10	Extremely Helpful

8.   To what extent do you agree or disagree with the following statement?

The Water Play exhibit was interactive.

Agree	Somewhat Agree	Somewhat Disagree	Disagree	I did not see/participate in the Water Play exhibit.

9.   What is your favorite color? _____

10.   How would you rate your interactions with the museum staff?

☐ Very poor   ☐ Poor   ☐ Good   ☐ Very good   ☐ Excellent

11.   How satisfied were you with your overall museum experience?