

Appendix 4: Sample Questionnaire

Interviewer :

Date/time:

Hello, my name is... I'm working on behalf of The British Museum. The Museum is continually seeking to improve the standard of its galleries. To help them do this we are seeking the views of visitors to the HSBC Money Gallery. We would be grateful if you could spend 4 or 5 minutes answering some questions.

1. *How many times have you previously visited The British Museum?*

None **G** 1-5 **G** more than 5 **G**

2. *When was the last time you visited?*

Within last 6 months **G** Within last year **G** 1-3 years **G** More than 3 years ago **G**

3. *Are you visiting the Museum:*

Alone **G** With 1 other **G** 2-4 others **G** 5 or more others **G**

4. *Did you know about the Money Gallery before you visited the Museum?*

Yes **G** No **G** (*If yes, go to 5, if no go straight to 6*)

5. *How did you hear about the Money Gallery?*

Newspaper **G** Poster **G** Recommendation from someone **G** Internet **G** Other (please state)

6. *Approximately how long have you spent in the gallery?*

Passing through **G** 1-5 minutes **G**
5-10 minutes **G** 10 to 15 minutes **G** More **G**

7a. *Could you see all of the objects clearly?*

Yes **G** No **G** (*If yes go to 8, if no go to 7b*)

7b. *Why not?*

8. *How easy was it to understand the panels and labels with the objects?*

Very easy **G** Quite easy **G** (*go to 9a*)
Neither easy nor difficult **G** (*go to 10*)
Quite difficult **G** Very difficult **G** (*go to 9b*)

9a. *What made the panels and labels easy to understand?*

9b. *What made the panels and labels difficult to understand?*

10. *Are you aware of any publications linked to this gallery?*

Yes **G** No **G**

11a. *Are you aware that a gallery leaflet is available for use with the HSBC Money Gallery?*

Yes **G** No **G** (*If yes go to 11b, if no go to 12*)

11b. *Did you buy it?*

Yes **G** No **G** (*If yes go to 11c, if no go to 12*)

11c. *Did you find the gallery leaflet:*

Very useful **G** Quite useful **G** Not particularly useful **G** Not useful at all **G**

12. *If you were describing this gallery to a friend, which three words would you use?*

bright useless exciting uncomfortable fun relevant noisy boring cheerful
uninteresting good for kids special airless interesting doesn't relate to me attractive
hard to understand

13. *What, if anything, do you find particularly attractive or appealing about the gallery?*

14. *It is perfectly acceptable to find that there are some things you did not like about the gallery. Would you be willing to tell me something you did not like about the gallery?*

15. Many galleries are about places in time, like Ancient Egypt or Ancient Greece. This one is about a particular theme – Money. Do you like galleries better if they are themed or historical?

16a. Are you aware that this gallery is supported by a sponsor?

Yes **G** No **G** (If yes go to 16b, if no go to 17)

16b. Do you know who the sponsor is?

17. Would you be interested in any of the following:

- a. Listening to a talk in the gallery **G**
- b. Attending a lecture about the history of Money **G**
- c. Having an activity to do in the gallery that gives you more information **G**
- d. Reading more about the history of Money **G**

18. Thinking of the Museum as a whole, how would you rate each of the following?:

	Very good	Quite good	Neither good nor poor	Rather poor	Very poor	Not used
Shops	G	G	G	G	G	G
Restaurant	G	G	G	G	G	G
Toilets	G	G	G	G	G	G
Directions	G	G	G	G	G	
Overall quality	G	G	G	G	G	

19. Could you please tell us a little about yourself?

Age: 8-16 years old **G** 17-24 years old **G** 25-34 years old **G** 35-44 years old **G**
45-54 years old **G** 55-64 years old **G** 65+ years old **G**
Sex: Male **G** Female **G**
Where do you live? London area **G** Rest of UK **G** Outside UK **G**

20. Are there any additional comments you would like to make, either about the HSBC Money Gallery or about The British Museum as a whole?

Thank you very much for your time.