

APPENDIX

VISITOR QUESTIONNAIRES, 2004-2005

		Old Town Hall Museum	Museum & Art Gallery
1	Have you ever visited the Museum before? If you have visited the Museum before when was your last visit?	Yes: 34% No: 66% Within the last year: 47% Within the last 5 years: 37% Over 5 years ago: 16%	Yes: 73% No: 27% Within the last year: 82% Within the last 5 years: 18% Over 5 years ago: -
2	Where do you live? Hastings & St Leonards Sussex Kent Other	21% 15% 8% 56% (biggest groups from London, Home Counties and France)	73% - - 27%
3	How did you get here? Car Bus On foot Train Bike	40% 13% 32% 15% -	36% - 64% - -

		Old Town Hall Museum	Museum & Art Gallery
4	What are your reasons for coming to the Museum? To see a particular exhibition Educational Research Regular Museum goer Tourist Other	2% 10% - 19% 66% 5%	27% - - 20% 6% 27%
5	How did you find out about the Museum? Recommended by a friend Museum leaflet Newspaper or television item Museum poster Information Centre School Other	18% 13% - 5% 11% 5% 48% (just walking past 35%)	20% 13% 7% 13% - 7% 40% (including road signs, next to Sports Centre and lives nearby)
6	Which of the following age groups do you fall into? Under 13 13-18 19-29 30-39 40-49 50-59 60-69 over 70	21% 8.5% 13% 8.5% 20% 18% 4% 7%	54% 13% - 7% 13% - - 13%
7	Which of the following would you/do you find useful Lift Taped commentary Large print labels Section not completed	14% 28% 31% 27%	39% 28% 28% 5%

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8	<p>What are your views on the current temporary exhibition?</p> <p>Very good Interesting Challenging Need more information Don't understand it</p> <p>Don't like it Other</p>	<p>46% 42% 6% - 4% (child + foreign language students) - 2%</p>	<p>37% 29% 17% - - - 7% (imaginative, scary, a bit sparse)</p>
9	<p>What type of exhibition topic are you most interested in?</p> <p>Contemporary art Art history Crafts Local history</p>	<p>9% 19% 18% 54%</p>	<p>20% 20% 35% 25%</p>
10	<p>This question was changed half way through the period under review. It was initially "How would you rate the welcome you received at the Museum?"</p> <p>Good Average</p> <p>Poor</p> <p>The question was subsequently changed to "How satisfied were you with your visit to the Museum?"</p> <p>Very satisfied Satisfied Dissatisfied Very dissatisfied</p>	<p>78% 15% (including 11% spoilt papers) 7% (including 4% spoilt papers)</p> <p>71% 29% - -</p>	<p>79% - 21% (spoilt papers)</p> <p>100% - - -</p>

11	<p>What do you like most about the Museum?</p> <p><u>Old Town Hall Museum</u> Local history content Real historic exhibits Style of the displays Interactives including coin rubbing, listening post, quiz sheets and particularly the dressing up The models The skulls The size of the Museum Paintings and drawings The condition of the exhibits The film footage Well kept and tidy The building itself</p> <p><u>Museum & Art Gallery</u> Paintings Exhibitions Crafts Native Americans Natural History Durbar Hall Historical displays Informality of activity day</p>		
12	<p>What do you like least?</p> <p><u>Old Town Hall</u> The vast majority of respondents (77%) made no comment. Others disliked:- The stuffed seagulls The scary models The cramped displays The historic notices The dirty sink in the toilet following an activity day The reverse chronology of the displays The airlessness The shortage of seating Poor lighting of exhibits displayed at height Not enough interactives</p>		

	<p>Too dark</p> <p><u>Hastings Museum & Art Gallery</u></p> <p>Stuffed animals</p> <p>The tiger's head</p> <p>Dinosaurs</p> <p>Lower Durbar Hall</p> <p>Contemporary art</p> <p>Art history</p> <p>Historical displays</p> <p>Wooden seating</p>		
13	<p>Do you have any other suggestions?</p> <p><u>Old Town Hall</u></p> <p>82% declined to comment but the following suggestions were put forward:-</p> <p>More interactive web pages so the Museum can be accessed globally</p> <p>More childrens activities</p> <p>More chairs for viewing the video</p> <p>Bilingual labelling</p> <p>Provision of a map to locate historic buildings</p> <p>More interactives</p> <p>Better lighting on the Saxton map</p> <p><u>Hastings Museum & Art Gallery</u></p> <p>47% declined to comment.</p> <p>Others suggested:-</p> <p>A café with healthy food</p> <p>Computers for research</p> <p>A place to sit and read quietly</p> <p>Better illustration of geological periods</p> <p>More oral history</p> <p>A children's puzzle while walking round</p>		

	Equal Opportunities Monitoring		
	Male	27%	50%
	Female	73%	50%
	Able	93%	82%
	Disabled	7%	18%
	Ethnic Group		
	White British	45%	64.5%
	Other white (European + South American)	11%	-
	White/African Caribbean	3.2%	-
	Mixed background	1.5%	-
	White/Asian	-	7%
	White Caribbean	-	14.5%
	Pakistani	-	7%
	No information given	37%	7%