

5.3 Visitor Survey & Evaluation of Exhibitions (Full)

5.3 ■ Describe the methods used by the museum to evaluate exhibitions. Please submit a copy of a recent visitor survey, giving details of numbers surveyed, survey frequency, and when the most recent survey was carried out. Describe how the results are analysed and what action is taken in response to survey results?

■ This is a Minimum Standard for Full Accreditation.

Please enclose the relevant additional documents along with your Application Form.

■ Requirements

- (i) Applicants must have methods (e.g. surveys) to record visitors' responses to the exhibitions and the museum in general.
- (ii) Applicants must conduct regular analysis of visitors' responses to the exhibitions and any surveys conducted.

■ Guidelines

- A. A visitor survey may be used for both temporary and long-term exhibitions.
- B. A survey of the exhibitions should be conducted at least once in the five year accreditation cycle.
- C. Surveys should collect data on what worked best in the exhibition, what did not work, what was learnt from the exhibition and suggestions for improvement.
- D. The results of the survey should be assessed and used to influence decisions made about the future development of exhibitions.
- E. See also Factsheet 7: **Exhibition Standard** and Factsheet 8: **Evaluation of Exhibitions**.