

Visitor Survey 2021 – HMB Barfüsserkirche

For interviewer:					
Standort	Datum	Uhrzeit	Interviewer	Eingeber	FB-Nr.

Your preferences and wishes are important to us!

Your participation will make a great contribution to our efforts to improve the services we offer. The data you provide will be saved and anonymously used for statistical purposes only; it will not be given to any third party. As a thank you attractive prizes are raffled! Please return the completed questionnaire to historisches.museum@bs.ch. Thank you!

1. Agreement to participate in this survey					
<input type="checkbox"/> I am at least 14 years old.					
2. How often per year do you visit museums/exhibitions?					
Approx. times a year					
3. How often have you visited ...? (Please tick the corresponding option in each row!)					
	I live or work in the region	This is my first visit today	I usually come once every few years	I usually come once a year	I usually come several times per year; approximately...
Barfüsserkirche		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> times a year
Basel/surroundings	<input type="checkbox"/> → continue with question 6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> times a year
4. Which applies to you?					
<input type="checkbox"/> I am on a day trip and going home today. (Zip code):					
<input type="checkbox"/> I am on a holiday trip. My accommodation is in:					
<input type="checkbox"/> I am on a business trip. My accommodation is in:					
5. When did you decide to visit the Barfüsserkirche?					
<input type="checkbox"/> During my stay					
<input type="checkbox"/> Before departure, the Barfüsserkirche was the main reason for my journey					
<input type="checkbox"/> Before departure, the Barfüsserkirche was one of the reasons for my journey					
<input type="checkbox"/> Before departure, the Barfüsserkirche was not a reason for my journey					
6. Which means of transportation did you mainly use to come visiting us? (Please tick only one corresponding option!)					
<input type="checkbox"/> Car/Motorbike		<input type="checkbox"/> By foot/bicycle		<input type="checkbox"/> Other	
<input type="checkbox"/> Tour bus		<input type="checkbox"/> Public means of transportation			
7. What sort of ticket do you have for your museum visit today?					
<input type="checkbox"/> Full price ticket		<input type="checkbox"/> Combined ticket		<input type="checkbox"/> Museum Pass/Raiffeisenkarte	
<input type="checkbox"/> Reduced price ticket		<input type="checkbox"/> Free admission		<input type="checkbox"/> Association for Basel Historical Museum	
8. Who is accompanying you during your visit to the Barfüsserkirche today? (Please tick the corresponding options!)					
<input type="checkbox"/> I came alone		<input type="checkbox"/> Children (7 - 13 years)		<input type="checkbox"/> Grandparents/aunt/uncle etc.	
<input type="checkbox"/> Partner		<input type="checkbox"/> Children (14 - 18 years)		<input type="checkbox"/> Organised group/tour group	
<input type="checkbox"/> Friends/acquaintances/siblings etc.		<input type="checkbox"/> Adult children		<input type="checkbox"/> School/study group	
<input type="checkbox"/> Children (up to 6 years)		<input type="checkbox"/> Parents		<input type="checkbox"/> Company	
9. How much time did you spend in the Barfüsserkirche today?					
Approx. hours					
10. Did you or your companion actively search for a leisure/holiday programme, or did you find out about the Barfüsserkirche in a different way for this visit?					
<input type="checkbox"/> Yes, actively searched → continue with question 11			<input type="checkbox"/> No, did not actively search → continue with question 12		

11. If you actively searched: Where did you get your information? (Please tick the corresponding options!)

- | | |
|------------------------------------------------------------------|--------------------------------------------------------------------------|
| <input type="checkbox"/> Newspapers, magazines (print):
..... | <input type="checkbox"/> Asked friends/acquaintances for recommendations |
| <input type="checkbox"/> Barfüsserkirche website/app | <input type="checkbox"/> Tourist information |
| <input type="checkbox"/> Other websites/other apps | <input type="checkbox"/> Hotel/accommodation |
| <input type="checkbox"/> Social media/blogs | <input type="checkbox"/> Travel guide |
| <input type="checkbox"/> Online media (newspapers):
..... | <input type="checkbox"/> Other, namely: |
| <input type="checkbox"/> Search engine | |

→ continue with **question 13**

12. If you did not actively search: How did you find out about the Barfüsserkirche for your visit today? (Please tick the corresponding options!)

- | | |
|---------------------------------------------------------------------|------------------------------------------------------------|
| <input type="checkbox"/> Posters/Screens | <input type="checkbox"/> Barfüsserkirche newsletter |
| <input type="checkbox"/> Advertisement in newspapers/magazines | <input type="checkbox"/> Social media/blogs |
| <input type="checkbox"/> Articles/reports in newspapers/magazines | <input type="checkbox"/> Other websites/other apps |
| <input type="checkbox"/> BaselCard | <input type="checkbox"/> TV/radio |
| <input type="checkbox"/> Tourist information of Basel | <input type="checkbox"/> University/school |
| <input type="checkbox"/> Hotel/accommodation | <input type="checkbox"/> Recommendation |
| <input type="checkbox"/> Travel guidebooks/travel magazines (print) | <input type="checkbox"/> Just passing by |
| <input type="checkbox"/> Leaflets/brochures/ Barfüsserkirche flyer | <input type="checkbox"/> Architecture/building |
| <input type="checkbox"/> Barfüsserkirche website/app | <input type="checkbox"/> The Barfüsserkirche is well known |
| <input type="checkbox"/> Sent via post by the Barfüsserkirche | <input type="checkbox"/> Elsewhere, namely: |

13. What was the decisive factor in your decision to visit the Barfüsserkirche today?
(Please only indicate decisive reasons for your choice!)

- | | |
|------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| <input type="checkbox"/> The Barfüsserkirche is a must-see | <input type="checkbox"/> Good accessibility of the Barfüsserkirche |
| <input type="checkbox"/> Positive experiences during the previous visits | <input type="checkbox"/> Price/reduced or free entrance /ticket offer |
| <input type="checkbox"/> I'm interested in particular exhibitions, namely:
..... | <input type="checkbox"/> Proximity to other attractions, namely:
..... |
| <input type="checkbox"/> I'm interested in particular artists/exhibits, namely:
..... | <input type="checkbox"/> Family-friendly/children's offer |
| <input type="checkbox"/> General interest in the type of museum | <input type="checkbox"/> Bad weather programme |
| <input type="checkbox"/> Atmosphere/flair | <input type="checkbox"/> Due to my companion/work/school/studies |
| <input type="checkbox"/> Architecture/building | <input type="checkbox"/> Events/festivals in the Barfüsserkirche |
| <input type="checkbox"/> Attractive opening hours | <input type="checkbox"/> Other, namely: |

14. How do you evaluate the following areas of the Barfüsserkirche?

(We kindly ask you to evaluate only areas which you have actually visited and services that you have actually made use of today!)

	1	2	3	4	5	6	0
Barfüsserkirche in general							
First impression/outdoor area in general							
Signposts to the Barfüsserkirche							
Availability of parking spaces							
Accessibility							
Offer for children							
Opening hours							
Entrance and cashiers area in general							
Waiting times at the cashiers							
Cloakroom/checkroom							
Staff (cashiers/cloakroom)							
Ticket offer in general							
Clarity/understandability of the offer							

1 = „very pleased“ to 6 = „rather disappointed“, 0 = „not applicable“

	1 😊	2	3	4	5	6 😞	0
Value for money							
Atmosphere/flair in general							
Indoor climate/temperature							
Orientation/visitor guidance system							
Rest areas							
Barrier-free access							
Cleanliness							
Toilets/sanitary facilities							

1 😊 = „very pleased“ to 6 😞 = „rather disappointed“, 0 = „not applicable“

15. Which exhibition(s) did you visit today? (Please tick the corresponding options!)

The following exhibition(s):

Permanent exhibition/Barfüsserkirche in general I don't know

16. Which exhibition would you like to evaluate (Please tick only **one** corresponding option!)

The following exhibition: Permanent exhibition/Barfüsserkirche in total

17. How do you evaluate the exhibition(s) in total or in terms of the following components?

	1 😊	2	3	4	5	6 😞	0
Information in general							
Exhibition information (wall texts, folders, descriptions)							
Readability/understandability of the texts							
Friendliness of the employees (in the exhibition area)							
Competence of the employees (in the exhibition area, e.g. information)							
Program of guided tours offered							
Quality of the guided tours							
Multimedia offers for the visitor							
Exhibition(s) in general							
Theme of the exhibition(s)							
Choice of exhibits							
Size of the exhibition(s)							
Interaction possibilities/interactivity for the visitor							
Presentation/arrangement of the exhibits							
Lighting/lighting conditions							
Available seats							
Available space in the exhibition rooms							

1 😊 = „very pleased“ to 6 😞 = „rather disappointed“, 0 = „not applicable“

18. Have you been to our shop today?

Yes → continue with **question 19**

No → continue with **question 21**

19. If yes, please evaluate the following aspects of our shop.

	1 😊	2	3	4	5	6 😞	0
Shop in general							
Atmosphere/flair							
Products offered							
Staff (shop)							
Value for money (shop)							

1 😊 = „very pleased“ to 6 😞 = „rather disappointed“, 0 = „not applicable“

20. Did you buy something in the shop today?

Yes, I spent approx. CHF

No

21. How do you evaluate the Barfüsserkirche regarding the following aspects?

	1 😊	2	3	4	5	6 😞	0
Experience							
Entertainment							
Education							
Recreation							

1 😊 = „very pleased“ to 6 😞 = „rather disappointed“, 0 = „not applicable“

22. Would you recommend the Barfüsserkirche?

Fully sure	1 😊	2	3	4	5	6 😞	Definitely not

23. In your opinion, which of the following terms apply to the Barfüsserkirche? (Please tick the corresponding options!)

<input type="checkbox"/> Detached	<input type="checkbox"/> Unique	<input type="checkbox"/> Likeable	<input type="checkbox"/> Entertaining
<input type="checkbox"/> Varied	<input type="checkbox"/> Educational	<input type="checkbox"/> Casual	<input type="checkbox"/> Contemporary
<input type="checkbox"/> Eventful	<input type="checkbox"/> Innovative	<input type="checkbox"/> Impressive	<input type="checkbox"/> Provocative
<input type="checkbox"/> Exclusive	<input type="checkbox"/> Inspiring	<input type="checkbox"/> Cosmopolitan	<input type="checkbox"/> A bit long in the tooth
<input type="checkbox"/> Hospitable	<input type="checkbox"/> Formative for the city	<input type="checkbox"/> Expensive	<input type="checkbox"/> Crowded
<input type="checkbox"/> Family-friendly	<input type="checkbox"/> Intellectually demanding	<input type="checkbox"/> Cool	

24. Which print media (newspapers, magazines) do you read regularly?

.....

25. Which online media do you read regularly?

.....

Finally a few details about you:

26. You are	27. What is your age?
<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Divers years

28. Place of residence

Country: Canton/county:

29. What is your highest educational level achieved?

<input type="checkbox"/> Elementary/primary school	<input type="checkbox"/> Secondary/high school
<input type="checkbox"/> Apprenticeship	<input type="checkbox"/> University

30. Is there anything – either positive or negative – you would like to tell us?
(You may also use this question to post your suggestions, wishes, and complaints regarding the museum!)

Positive:	Negative:
.....

Thank you! We are looking forward to seeing you again at the Historisches Museum Basel - Barfüsserkirche!

**Participate in the raffle and win: 2 x 1 Museum Pass (Museums-PASS-Musées)!
I consent to the use of my personal details:**

- to enter the museum's raffle** "Historisches Museum Basel - Direktion & Verwaltung, Steinenberg 4, Postfach, CH 4001 Basel" and to receive notification in the event of winning. Consent can be withdrawn free of charge at any time by written explanation to the museum "Historisches Museum Basel - Direktion & Verwaltung, Steinenberg 4, Postfach, CH 4001 Basel".
- to receive further information** about the museum "Historisches Museum Basel - Direktion & Verwaltung, Steinenberg 4, Postfach, CH 4001 Basel", for example about special offers and special events (by post or e-mail) carried out by the museum "Historisches Museum Basel - Direktion & Verwaltung, Steinenberg 4, Postfach, CH 4001 Basel". Consent can be withdrawn free of charge at any time by written explanation to the museum "Historisches Museum Basel - Direktion & Verwaltung, Steinenberg 4, Postfach, CH 4001 Basel".
- to participate in further surveys** (by phone, post or e-mail) conducted by MANOVA GmbH, Wipplingerstraße 23, 1010 Vienna, on the subject of leisure and tourism. Consent can be withdrawn free of charge at any time by e-mail to datenschutz@manova.at (subject: "withdrawal museum").

Please write in CAPITAL LETTERS: First name: Last name:
Address: Postcode, town: Country:
E-Mail:

The raffle is not subject to legal recourse. Completion of the questionnaire is not required for participation in the raffle.