TEMPLE UNIVERSITY

Institute for Survey Research

BeHeard Philly℠

Barnes Foundation Survey Project

Purpose of Survey

- To get data-driven overview about non-museum goers to compliment the data on current museum patrons from whom data has already been collected

- To understand which communities the Barnes outreach can have the most impact (i.e. drive the most new visitors to the Barnes).

- To understand how knowledge and perceptions of the Barnes varies throughout the city (by zip code)

Plan for Results:

- **Shelley:** Will re-inform the design of the website

- **Jo:** Will use in advertising/messaging

- **Martha**: Will set community outreach plan and decide which communities it makes sense to reach out to and with what messaging (Public Programming Teams)

Parties of Interest

- **(1) People who know about the Barnes and have visited**

- **(2) People who know about the Barnes and have NOT visited**

- **(3) People who DO NOT know about the Barnes but visit other museums**

- **(4) People who DO NOT know about the Barnes and DO NOT visit other museums**

Survey Questions

Section A: All

A1	Have you heard of the Barnes Foundation?
	   1. Yes [go to Section B]
	   2. No [go to Section D]
	   3. Not sure [go to Section D]
		Awareness of Barnes

Section B: HAVE Heard of Barnes

B1	In your own words, what is the Barnes Foundation? [OPEN]	Describe Barnes

B2	Do you know where the Barnes is located?
	   1. Center City
	   2. The Suburbs
	   3. Not sure
		Know Location

B3	How did you hear about/learn about the Barnes? [OPEN]	How Know About Barnes

B4	Have you ever visited the Barnes?
	   1. Yes
	   2. No
		Ever Visited Barnes

B5	Do you have friends or family members that have visited the Barnes?
	   1. Yes
	   2. No	

B6	How often do you visit museums in general Philadelphia (such as art, science or children's museums)?
	   1. Weekly
	   2. Monthly
	   3. Yearly
	   4. Every few years
	   5. Only when on vacation or in a different city
	   6. Never
	[[END OF SURVEY]]
		Frequency of Museum Visits

Section C: Have VISITED BARNES {{Display only if B4=YES}}

C1	How many times have you visited?
	   1. Once
	   2. 2 – 5 times
	   3. 6 – 10 times
	   4. More than 10 times
		Frequency of Visiting Barnes

C2	What are the reason that you visited the Barnes for the **first time**? (Check all that apply)
	   1. To see what's on display
	   2. To attend a special event or party...
	   3. To spend time with friends
	   4. To spend time with family
	   5. To see something I know and like
		1st Time Reason for Visiting Barnes

	6. To see something new 7. It was recommended to me 8. Was required 9. Other (please specify): _____	
C3	[Display if C1 is "2 – 5 times" or more] What made you want to come back again after visiting for the first time? (Check all that apply) 1. To see what's on display 2. To attend a special event or party... 3. To spend time with friends 4. To spend time with family 5. To see something I know and like 6. To see something new 7. It was recommended to me 8. Was required 9. Other (please specify): _____	Repeat Reason for Visiting Barnes
C4	When you visit museums, do you prefer to buy your ticket in advance or at the door? 1. In advance (online) 2. At the door 3. Both	Ticket Purchasing Preferences
C5	What are things you think about when deciding if you want to visit a museum? 1. How much it will cost 2. How easy it is to get there 3. How long it will take 4. If the content is interesting 5. Whether my kids will like it 6. Other (please specify): _____	Considerations for Museum Visiting
C6	Considering all of the times that you have been to the Barnes, what are the ways that you got there? (Check all that apply) 1. Bus 2. Subway/Trolley 3. Train 4. Walking 5. Biking 6. Personal Vehicle 7. Uber/Lyft 8. Taxi 9. Other (please specify): _____	Getting to the Barnes

Section D: Have NOT Heard of Barnes   OR
Have HEARD but NOT Visited   {{Display only if B4=NO}}

D1	How often do you visit museums in Philadelphia (such as art, science or children's museums)? 1. Weekly 2. Monthly 3. Yearly	Frequency of Museum Visits

	4. Every few years 5. Only when on vacation or in a different city 6. Never [skip to Section E]	
D2	What are the reasons that you go museums? (Check all that apply) 1. To see what's on display 2. To attend a special event or party... 3. To spend time with friends 4. To spend time with family 5. To see something I know and like 6. To see something new 7. It was recommended to me 8. Was required 9. Other (please specify): _____	Drivers of Museum Visiting
D3	When you visit museums, do you prefer to buy your ticket in advance or at the door? 1. In advance (online) 2. At the door 3. Both	Ticket Purchasing Preferences
D4	What are things you think about when deciding if you want to visit a museum? 7. How much it will cost 8. How easy it is to get there 9. How long it will take 10. If the content is interesting 11. Other (please specify): _____	Considerations for Museum Visiting
D5	If you were going to go somewhere at 20th Street and the Benjamin Franklin Parkway, how would you get there? 1. Bus 2. Subway/Trolley 3. Train 4. Walking 5. Biking 6. Personal Vehicle 7. Uber/Lyft 8. Taxi 9. Wouldn't go, it's too hard to get there 10. Other (please specify): _____ [[END OF SURVEY]]	Getting to the Barnes (area)

Section E: NEVER Go to Museums

E1	What are the reasons that you never visit museums? (Check all that apply) 1. Too expensive 2. Too hard to get to 3. Don't like museums 4. Don't have time 5. Don't have anyone to go with 6. Museums aren't for me 7. Other (please specify): _____	Reasons for Not Visiting Museums
E2	What things would make you more likely to go to a museum?	Drivers of

End of Survey

Thank you very much for taking the time to take this survey. For more information about the Barnes, call (215) 278-7200 or visit www.barnesfoundation.org.