

QUESTIONS

RESPONSES

324

324 responses



SUMMARY

INDIVIDUAL

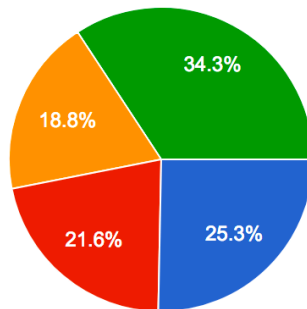
Accepting responses



Intro Script

## Museum in which interview occurred

324 responses

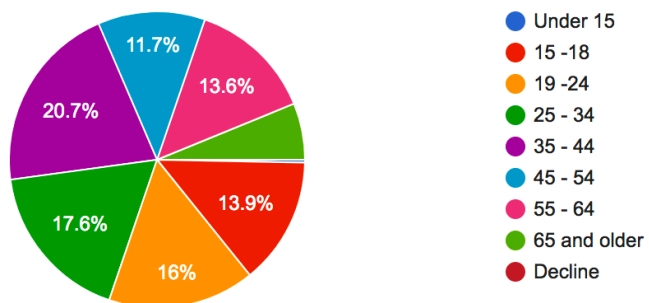


- CMOA
- CMNH
- CMOA / CMNH Shared Space
- CSC
- AWM

## Baseline Demographics

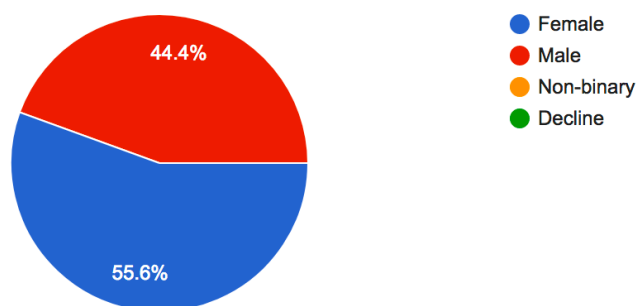
### Age Bracket

324 responses



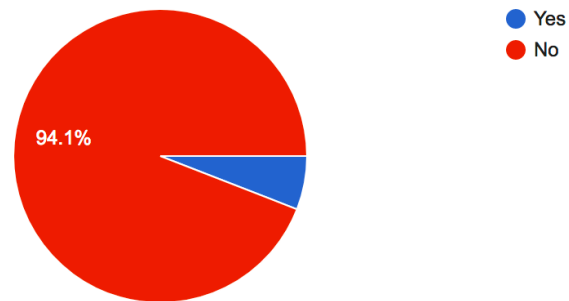
### Do you identify as

324 responses



## Are you a member of Carnegie Museums of Pittsburgh

322 responses



## What is your zip code

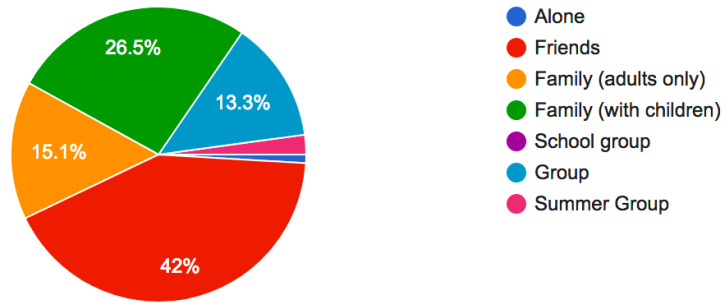
323 responses

16066 (22)
15217 (14)
15215 (14)
15237 (13)
15206 (13)
16063 (12)
15143 (12)
15201 (11)
15221 (11)
15208 (10)
16033 (9)
15108 (8)

## Museum Usage

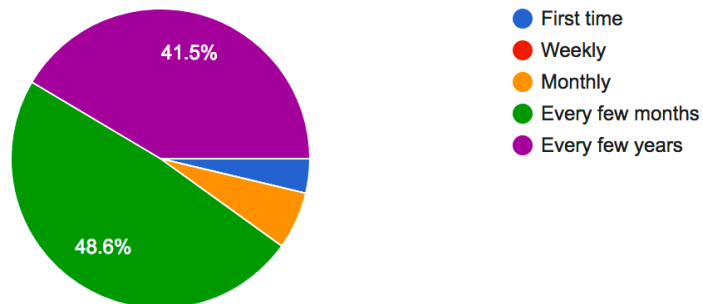
### Who did you come to the museum with today?

324 responses



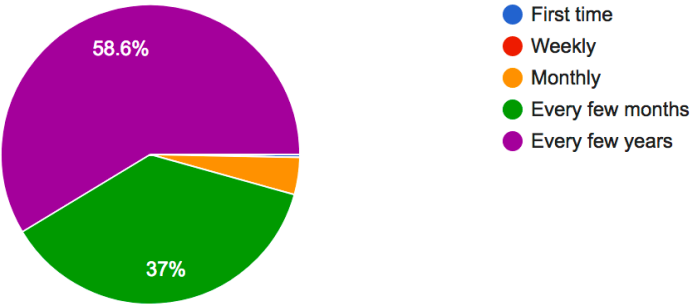
### How often do you visit this museum?

323 responses



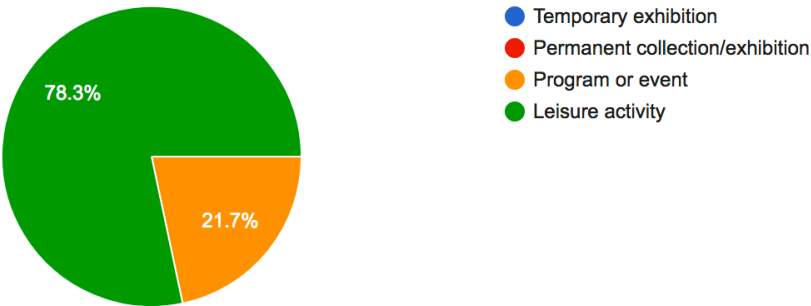
How often do you visit museums in general?

324 responses



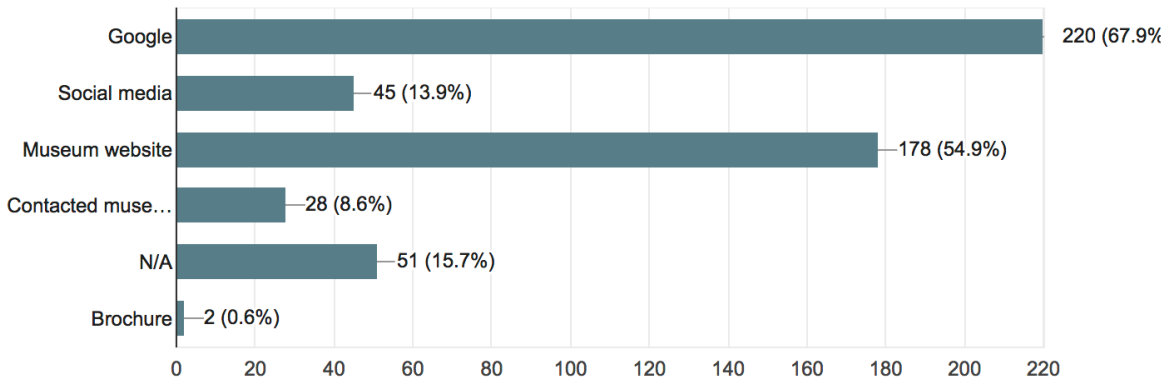
What brought you into the museum today?

323 responses



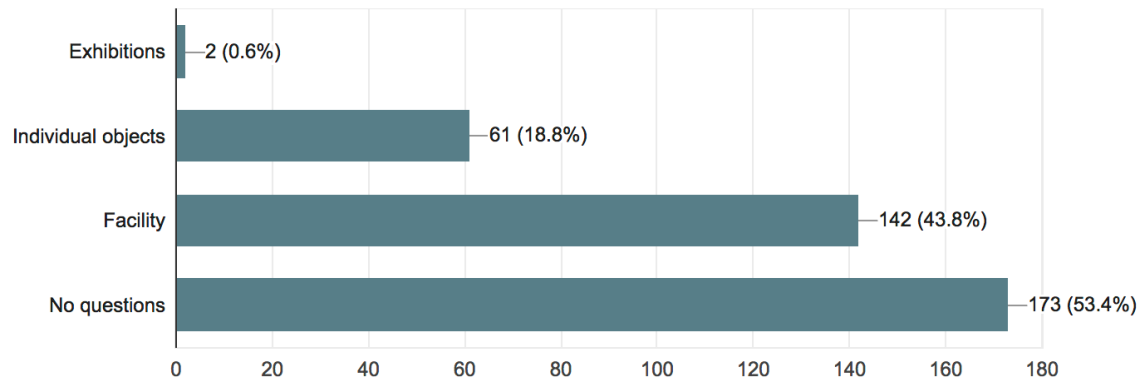
Where did you find information about the museum prior to your visit today?

324 responses



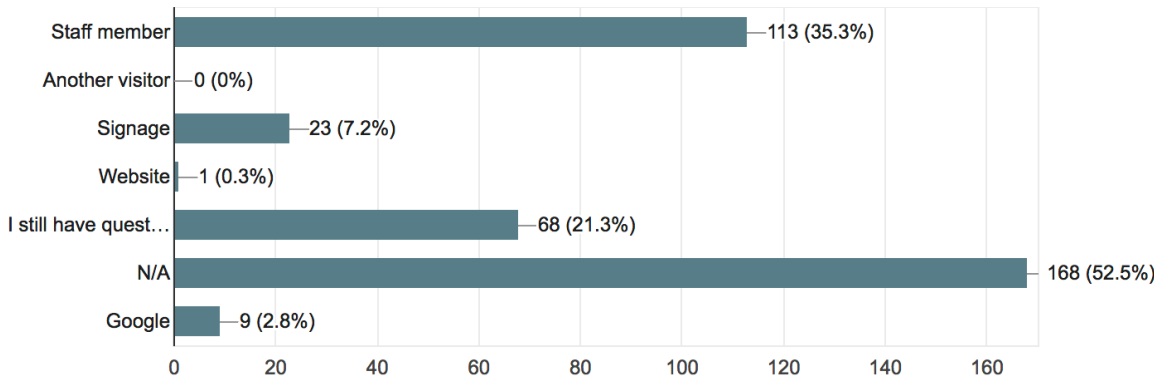
While visiting the museum, did you have any questions about exhibitions, individual objects or the facility itself?

324 responses



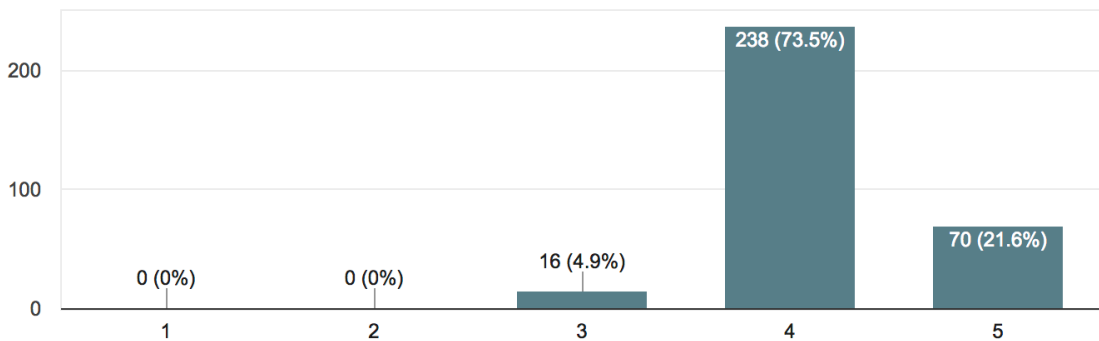
How did you find the answers to those questions?

320 responses



Based on your experience here today, how likely are you to return within the next six months?

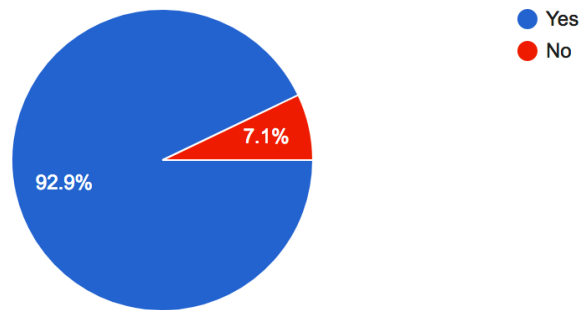
324 responses



## Mobile Device Usage

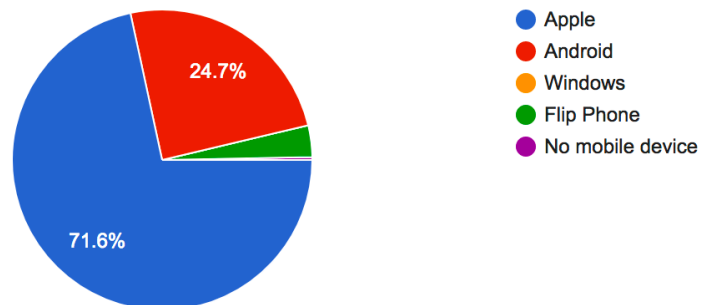
Did you bring a mobile device with you today?

324 responses



What type of device do you have?

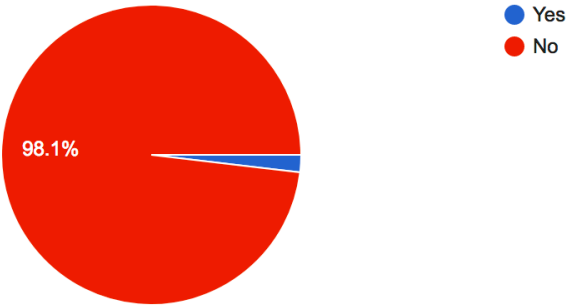
324 responses





Do you have any museum apps on your phone?

323 responses



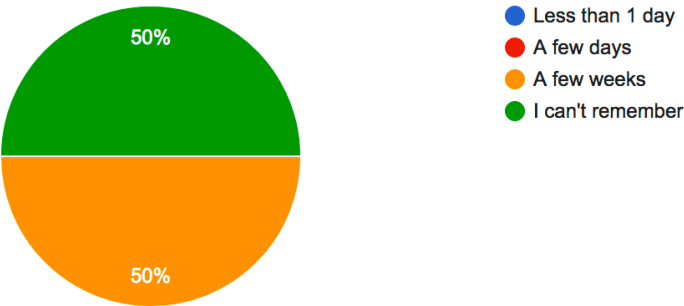
IF YES, Which museum apps?

6 responses

Oakland APP- Public Programs (2)
The Met App
AMNH APP
Oakland APP-Public Programs
The Met

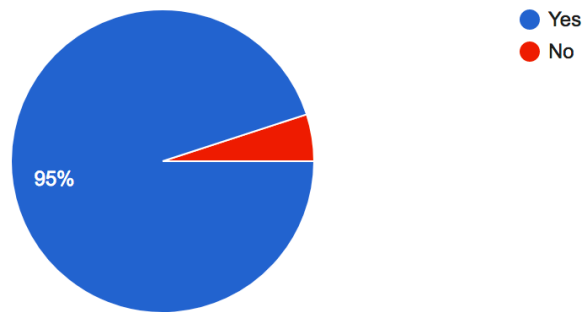
IF YES, Approximately how long have they been on your phone?

6 responses



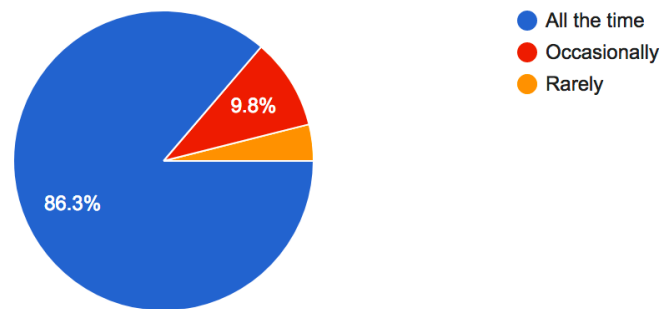
## Do you regularly send text messages?

320 responses



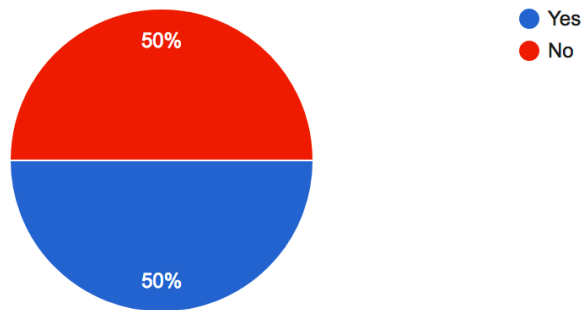
## IF YES, how often do you send text messages?

306 responses



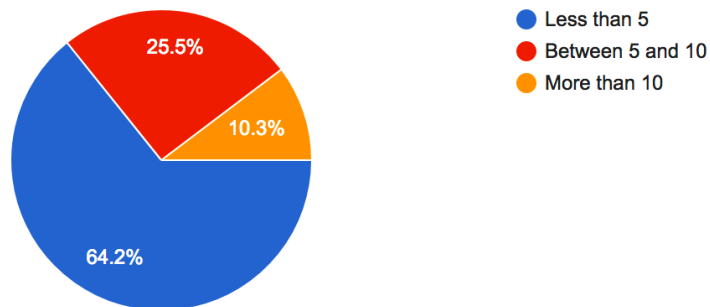
## Did you send any text messages while visiting the museum today?

320 responses



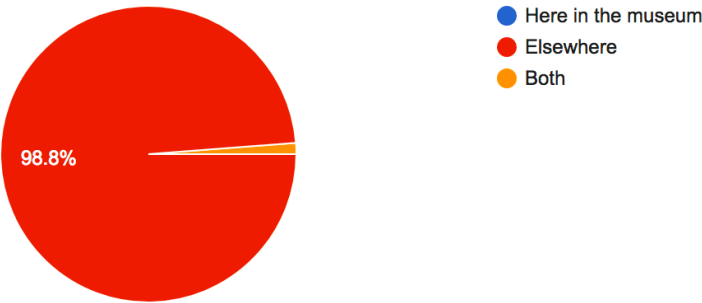
## IF YES, approximately how many text messages did you send while at the museum?

165 responses



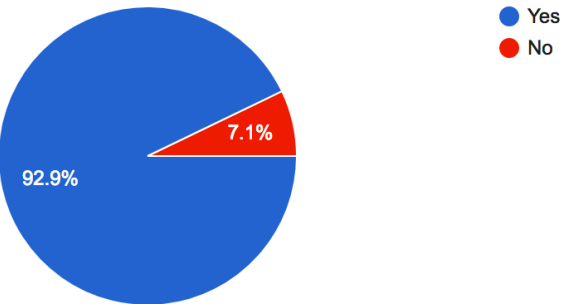
IF YES, were you texting with people who were here in the museum or elsewhere?

165 responses



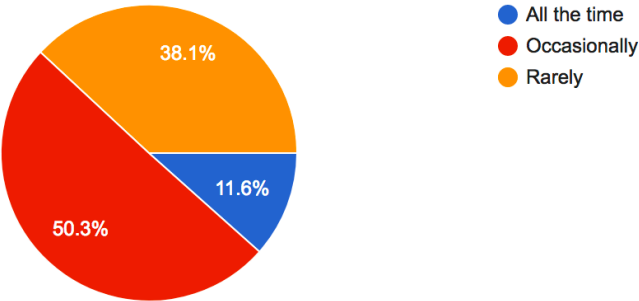
Do you have Facebook Messenger App on your phone?

322 responses



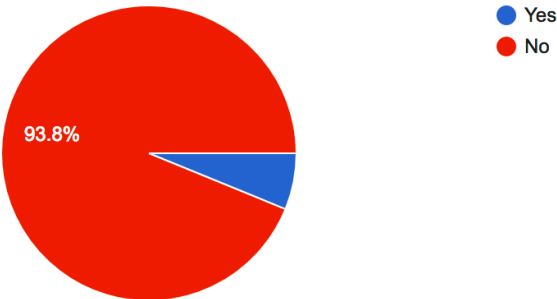
IF YES, how often do you use Messenger?

302 responses



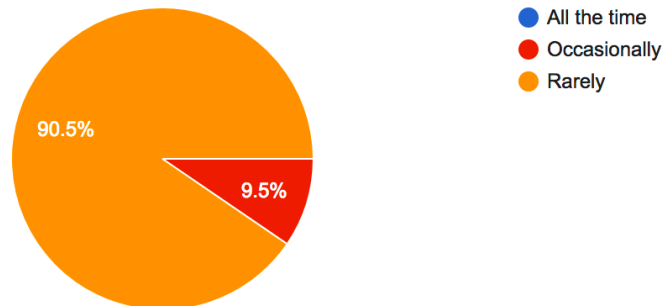
Do you have Kik installed on your phone?

324 responses



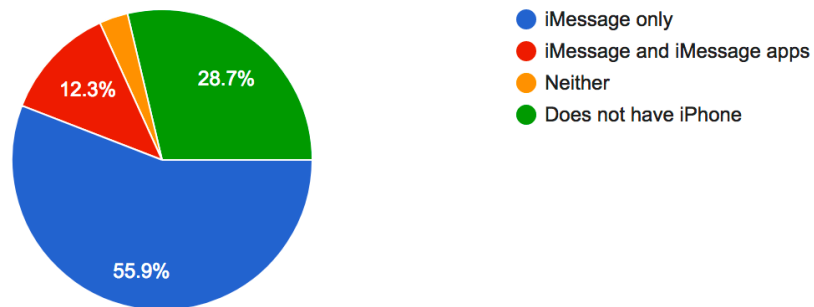
## IF YES, how often do you use Kik?

21 responses



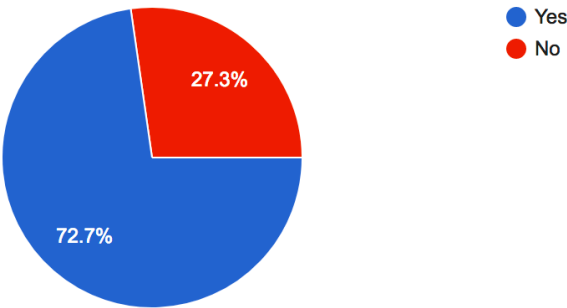
## Do you use iMessage? If so do you also use any iMessages apps? (such as giphy, jibjab, or custom sticker packs)

324 responses



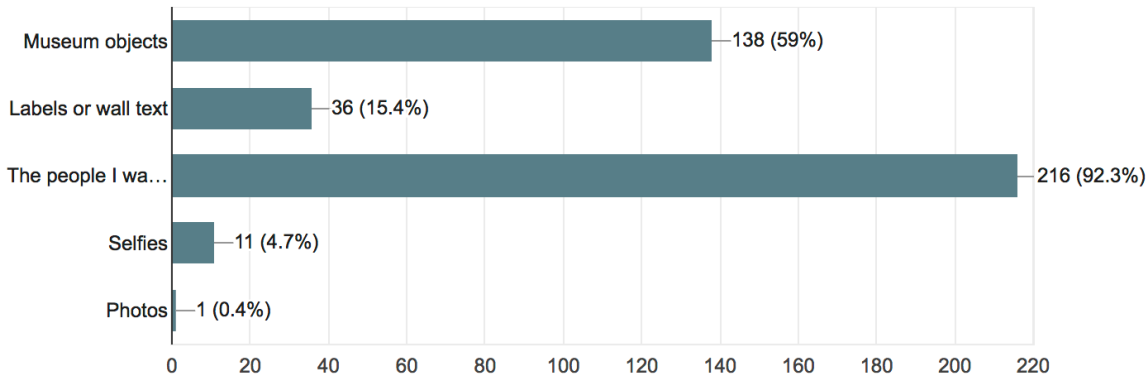
Did you take any photos while at the museum today?

319 responses



IF YES, what did you photograph?

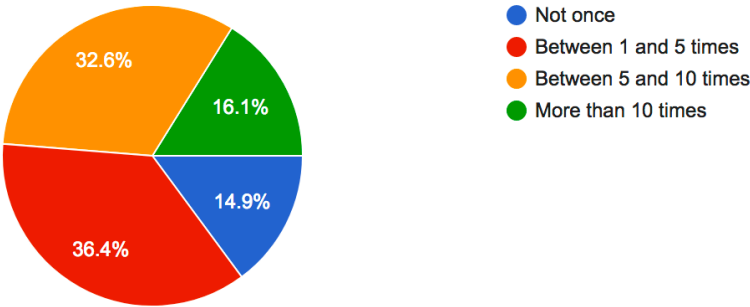
234 responses





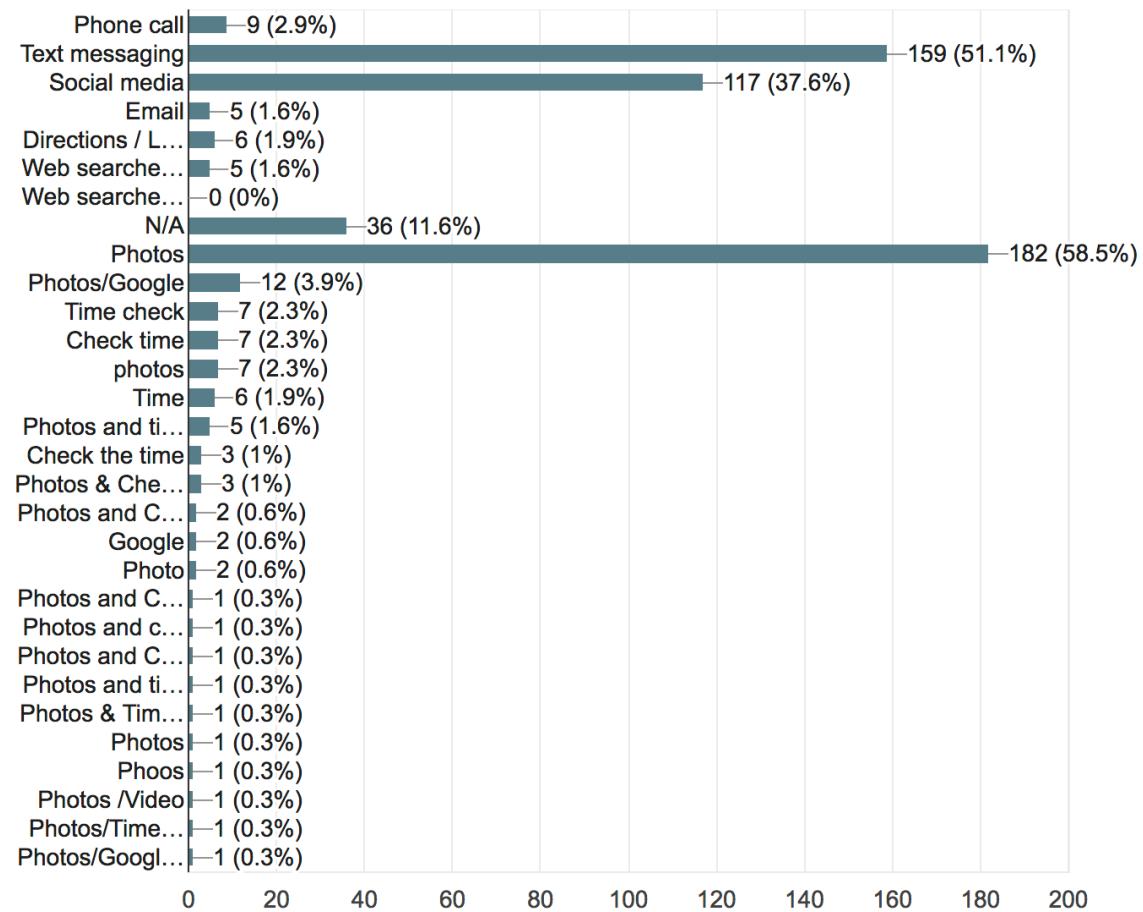
In total, approximately how many times did you use your phone while visiting the museum today?

316 responses



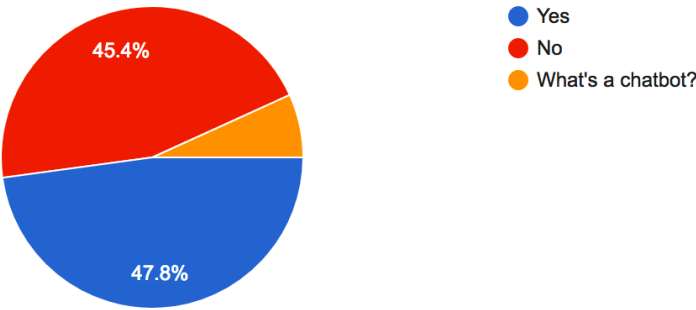
## What did you use your phone for while in the museum?

311 responses



# Have you ever interacted with a chatbot?

324 responses



# What chatbots do you have experience with?

173 responses

Siri (45)
Alexa (32)
Customer Service (17)
Siri, Customer Service (15)
Alexa, Siri (12)
Google Home (11)
Alexa, Siri, Customer Service (9)
Siri, Alexa (7)
Siri, Alexa, Customer Service (6)
No (3)
Alexa, Customer Service (2)
Customer Service, Siri (2)

## Contact Information

We're embarking on a project to help improve the visitor experience at Carnegie Museums of Pittsburgh. Would you be willing to help us in the future by answering more questions or participating in a focus group?

324 responses

