1. **How often did you go to a museum in 2019?**
2. Once a year or less
3. 2-3 times a year
4. 4-6 times a year
5. 7-10 times a year
6. 11 or more times a year

#### What are your main motivations for visiting a museum? Please rank these options in order, where "1" is the most important and "5" is the least important.

* Education
* Social gathering
* Events
* Inspiration
* Research

1. **Prior to the COVID-19 pandemic, did you use any of the following museum technologies? Select all that apply:**

*Online:*

1. Social media
2. Virtual tour
3. Downloadable activity
4. Online exhibit
5. Ticket reservations
6. Livestreaming

*In-Person:*

1. Museum apps
2. Virtual reality (e.g. VR headset, goggles)
3. Augmented reality (e.g. Pokémon GO, QR codes)
4. Interactive displays (e.g. touch screens)
5. Audio tour

*Other:*

1. Please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. **Since the beginning of the COVID-19 pandemic, have you used any of the following technologies? Select all that apply:**

*Online:*

1. Social media
2. Virtual tour
3. Downloadable activity
4. Online exhibit
5. Ticket reservations
6. Livestreaming

*In-Person:*

1. Museum apps
2. Virtual reality (e.g. VR headset, goggles)
3. Augmented reality (e.g. Pokémon GO, QR codes)
4. Interactive displays (e.g. touch screens)
5. Audio tour

*Other:*

1. Please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. **Based on your answers from *Questions 3 and 4*, which museum technology were you MOST satisfied with?**

*Online:*

1. Social media
2. Virtual tour
3. Downloadable activity
4. Online exhibit
5. Ticket reservations
6. Livestreaming

*In-Person:*

1. Museum apps
2. Virtual reality (e.g. VR headset, goggles)
3. Augmented reality (e.g. Pokémon GO, QR codes)
4. Interactive displays (e.g. touch screens)
5. Audio tour

*Other:*

1. Please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. **Why were you most satisfied with this technology? Select all that apply:**
3. Convenient
4. Easy to use
5. Educational
6. Enhances museum experience
7. Personalized
8. Good value
9. Other (Please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
10. **Based on your answers from *Questions 3 and 4*, which museum technology were you LEAST satisfied with?**

*Online:*

1. Social media
2. Virtual tour
3. Downloadable activity
4. Online exhibit
5. Ticket reservations
6. Livestreaming

*In-Person:*

1. Museum apps
2. Virtual reality (e.g. VR headset, goggles)
3. Augmented reality (e.g. Pokémon GO, QR codes)
4. Interactive displays (e.g. touch screens)
5. Audio tour

*Other:*

1. Please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. **Why were you not satisfied with this technology? Select all that apply:**
3. Inconvenient
4. Difficult to use
5. Did not add to museum experience
6. Did not work as expected
7. Not good value
8. Other (Please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
9. **What museum technologies would you like to see more of? Select all that apply:**

*Online:*

1. Social media
2. Virtual tour
3. Downloadable activity
4. Online exhibit
5. Ticket reservations
6. Livestreaming

*In-Person:*

1. Museum apps
2. Virtual reality (e.g. VR headset, goggles)
3. Augmented reality (e.g. Pokémon GO, QR codes)
4. Interactive displays (e.g. touch screens)
5. Audio tour

*Other:*

1. Please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. **How much are you willing to pay:**

**for an online museum experience? Select one option from a)-c):**

1. Less than the price of general admission
2. The same price as general admission
3. More than the price of general admission

**for an in-person museum experience with technology? Select one option from d)-f):**

1. Less than the price of general admission
2. The same price as general admission
3. More than the price of general admission