

visitor survey

aspenartmuseum

1. Please rate your experience with the following:

Exhibitions

Excellent Good Adequate Poor Don't know

Bookstore

Excellent Good Adequate Poor Don't know

Visitor Services representative

Excellent Good Adequate Poor Don't know

Overall museum experience

Excellent Good Adequate Poor Don't know

Membership benefits

Excellent Good Adequate Poor Don't know

2. How often did you visit the Aspen Art Museum in the past 12 months? (circle one)

more than 20 times	3 to 5 times
10 to 20 times	1 to 2 times
6 to 9 times	did not visit

3. What would make your Aspen Art Museum experience more fulfilling and/or encourage you to spend more time at the AAM on a regular basis? (circle all that apply)

- a. more information on exhibitions or artists
- b. educational resources like classes or lectures
- c. events like music, readings, films, collaborations with other community groups
- d. café, restaurant, or lounge
- e. other: _____

4. What resources keep you best informed of Aspen and/or museum happenings? (circle all that apply)

- a. museum materials (brochures, Members Magazine, etc.)
- b. newspaper, magazine, print media advertising or editorial content. If so, which publication(s)? _____
- c. local broadcast media like television or radio coverage
- d. websites (circle all that apply):
 AAM website
 publication/newspaper website
 travel website
 specialty websites (skiing, chamber of commerce, resort)
 other(s) _____

5. Did you watch the "Art Matters!" program featured in the bookstore?

Yes No

6. Upon entering the museum, how would you prefer to gain information on AAM exhibitions and/or programming?

- Please rate from 1 to 5; 1 being most preferable.
- _____ verbal information given by Visitor Services representative
 - _____ written brochures/ labels/ text panels
 - _____ cell phone audioguide
 - _____ "Art Matters!" program on plasma screen
 - _____ educational 'corner' with books, articles and other material to look through at your leisure

7. Additional comments:

Please email, fax, or mail the completed form to the Aspen Art Museum at
info@aspenartmuseum.org (fax) 970.925.8054 590 North Mill Street, Aspen, CO 81611