

THE MINNEAPOLIS INSTITUTE OF ARTS

Web Site Survey

Thank you for participating in this short survey about our Web site, www.artsmia.org. You don't need to have used it before to take this survey — we want your input, whatever your online experience!



Today's Date: _____

1. What best corresponds to your age group? (check one):

- ☐ 15-19
- ☐ 20-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 75 years & over

2. How often do you use the Internet? (check one):

- ☐ Daily
- ☐ Every few days
- ☐ Once per week
- ☐ Several times per month
- ☐ Once per month
- ☐ Every 3 months
- ☐ Less often than every 3 months

3. Within the past year, how many times, if any, have you utilized the Minneapolis Institute of Arts' Web site? (check one):

- ☐ 12 or more times
- ☐ 6 to 11 times
- ☐ 3 to 5 times
- ☐ 1 or 2 times
- ☐ Have never used the Web site

4. When was the last time you visited the museum? (check one):

- ☐ Within last 3 months
- ☐ 3 to 6 months ago
- ☐ 6 months to 1 year ago
- ☐ 1 to 5 years ago
- ☐ More than 5 years ago
- ☐ Never, this is a first visit

5. If you are a member of the Minneapolis Institute of Arts, how long have you been a member? (check one):

- ☐ Less than 1 year
- ☐ 1 to 2 years
- ☐ 3 to 5 years
- ☐ 6 to 10 years
- ☐ More than 10 years
- ☐ Not currently a member

6. What is your current occupation? (check one):

- ☐ Craft/Repair Person
- ☐ Homemaker
- ☐ Machine Operator/Laborer/Farmer
- ☐ Service Occupation
- ☐ Unemployed/Between Jobs
- ☐ Professional Specialty
- ☐ Teacher
- ☐ Executive/Administrative/Managerial
- ☐ Student
- ☐ Other
- ☐ Technical/Sales/Administrative Support
- ☐ Retired
- ☐ Other (please specify):

7. Name five things you think you could do on the Institute's Web site (www.artsmia.org):

(more on back)

Below are some things you might be able to do on the museum's Web site, and five possible links you could see. For each thing, which link would you follow *first*?

8. View a painting by your favorite artist online.

- ▷ Exhibitions
- ▷ The Collection
- ▷ Online Resources
- ▷ E-Postcards
- ▷ Interactive Media

9. Find the museum's hours.

- ▷ Visit
- ▷ General Info
- ▷ About the Museum
- ▷ Calendar
- ▷ Events

10. Find out what's going on at the museum on Saturday, September 6.

- ▷ Visit
- ▷ General Info
- ▷ About the Museum
- ▷ Calendar
- ▷ Events

11. Find out how to schedule a group tour for your class.

- ▷ Education
- ▷ Teachers & Students
- ▷ General Info
- ▷ Events
- ▷ Visit

12. Find out about classes you can take.

- ▷ Events
- ▷ Education
- ▷ Teachers & Students
- ▷ Visit
- ▷ Calendar

13. Learn about museum-affiliated groups, such as the Friends of the Institute or the Prints & Drawings Council.

- ▷ General Info
- ▷ About the Museum
- ▷ Education
- ▷ Join
- ▷ Visit

14. Find out how you can become a volunteer at the museum.

- ▷ General Info
- ▷ Visit
- ▷ Education
- ▷ About the Museum
- ▷ Join

15. What would you expect to find on a page called "Exhibitions?"

16. What would you expect to find on a page called "Events?"

17. What would you expect to find on a page called "Online Resources?"

18. What would you expect to find on a page called "Permanent Collection?"

19. What would you expect to find on a page called "General Info?"

20. Comments: _____

Below are some things you might be able to do on the museum's Web site, and five possible links you could see. For each thing, which link would you follow first?

8. Learn in-depth about Modernist design from your home computer.

- ▷ Interactive Media
- ▷ Online Resources
- ▷ The Collection
- ▷ Teachers & Students
- ▷ Education

12. See when and where to gather for a free public tour.

- ▷ Visit
- ▷ General Info
- ▷ Events
- ▷ Calendar
- ▷ Education

9. Read about classes appropriate for ages 4-14

- ▷ Events
- ▷ Education
- ▷ Teachers & Students
- ▷ Visit
- ▷ Calendar

13. Learn about activities at the museum appropriate for ages 4-14.

- ▷ Events
- ▷ Visit
- ▷ Education
- ▷ General Info
- ▷ Interactive Media

10. Find out when *George Washington: A National Treasure* will be at the museum.

- ▷ The Collection
- ▷ Exhibitions
- ▷ Events
- ▷ Calendar
- ▷ News & Info

14. Learn how you can support the Institute.

- ▷ Visit
- ▷ Join
- ▷ General Info
- ▷ About the Museum
- ▷ Membership

11. Find out about classes you can take.

- ▷ Events
- ▷ Education
- ▷ Teachers & Students
- ▷ Visit
- ▷ Calendar

15. What would you expect to find on a page called "Special Exhibitions?"

16. What would you expect to find on a page called "Calendar?"

17. What would you expect to find on a page called "Interactive Media?"

18. What would you expect to find on a page called "The Collection?"

19. What would you expect to find on a page called "About the Museum?"

20. Comments: _____

