



Virtual Museum of Canada
Online Visitor Survey
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Date: January 2005

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Executive Summary

This survey was conducted as a pop-under survey, meaning users would be served a window that hosted the survey after they had completed their visit to the VMC.

A total of 483 people responded to the survey. The survey revealed that there were slightly more female respondents than men (6%). Seventy-five percent of the respondents were English. The largest age group was between 18 and 34. Sixty-four percent of the respondents were post-secondary graduates. Naturally, the largest number of respondents were from Ontario, followed by Quebec and Alberta. Results indicate that the majority of respondents would like to see more content on *history*. Fifty-six percent of the respondents indicated that this was their first visit to the VMC. In order of popularity, the sections of the VMC that are most visited include: Image Gallery, Virtual Exhibits, Fun and Games. Eighty-one percent said that they would visit the VMC again.

Questions and Responses

What is your gender?

Respondents

463

Female Respondents

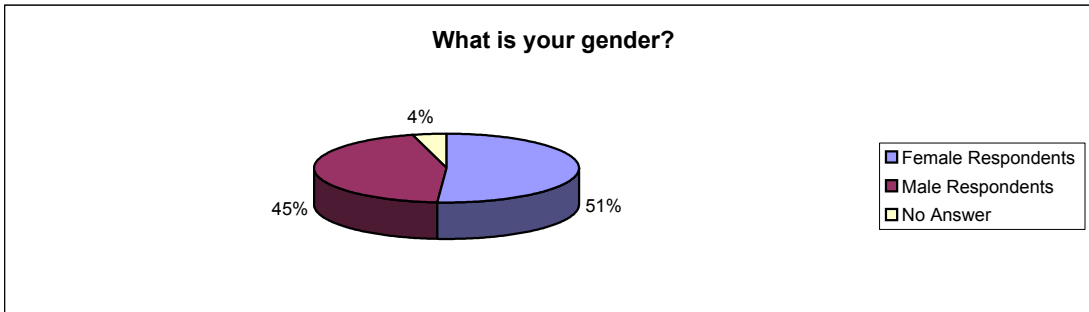
247

Male Respondents

216

No Answer

20



What is your language preference?

Respondents

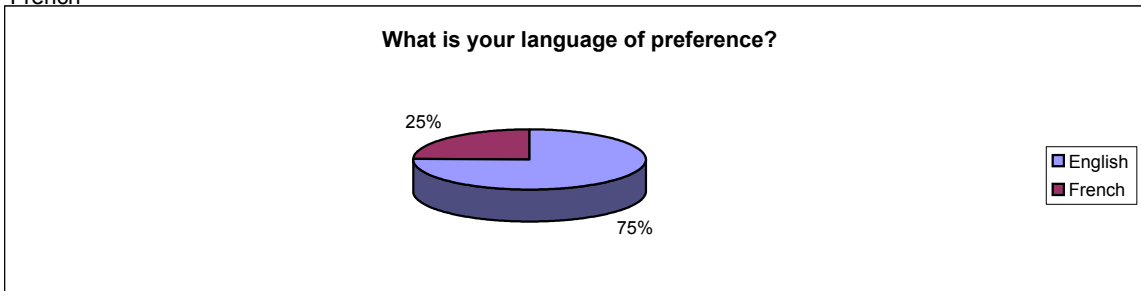
483

English

363

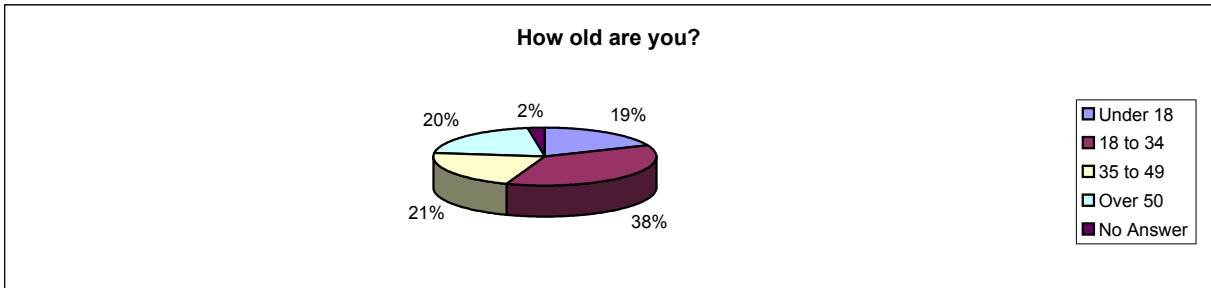
French

120



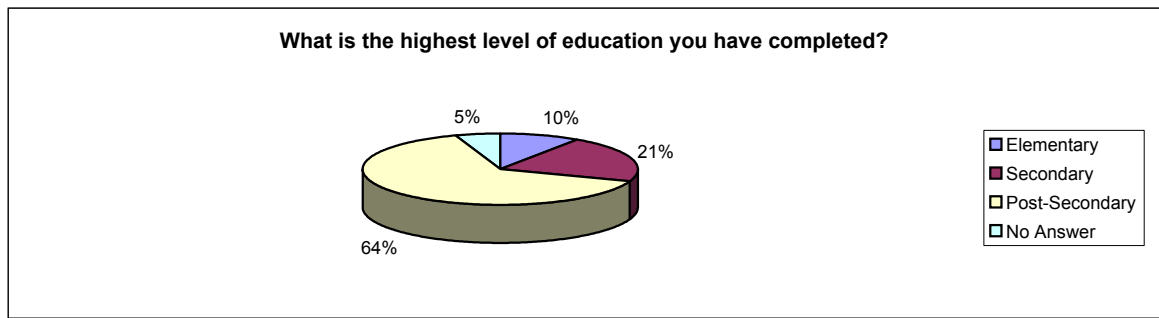
How old are you?

Respondents	471
Under 18	90
18 to 34	179
35 to 49	103
Over 50	99
No Answer	12



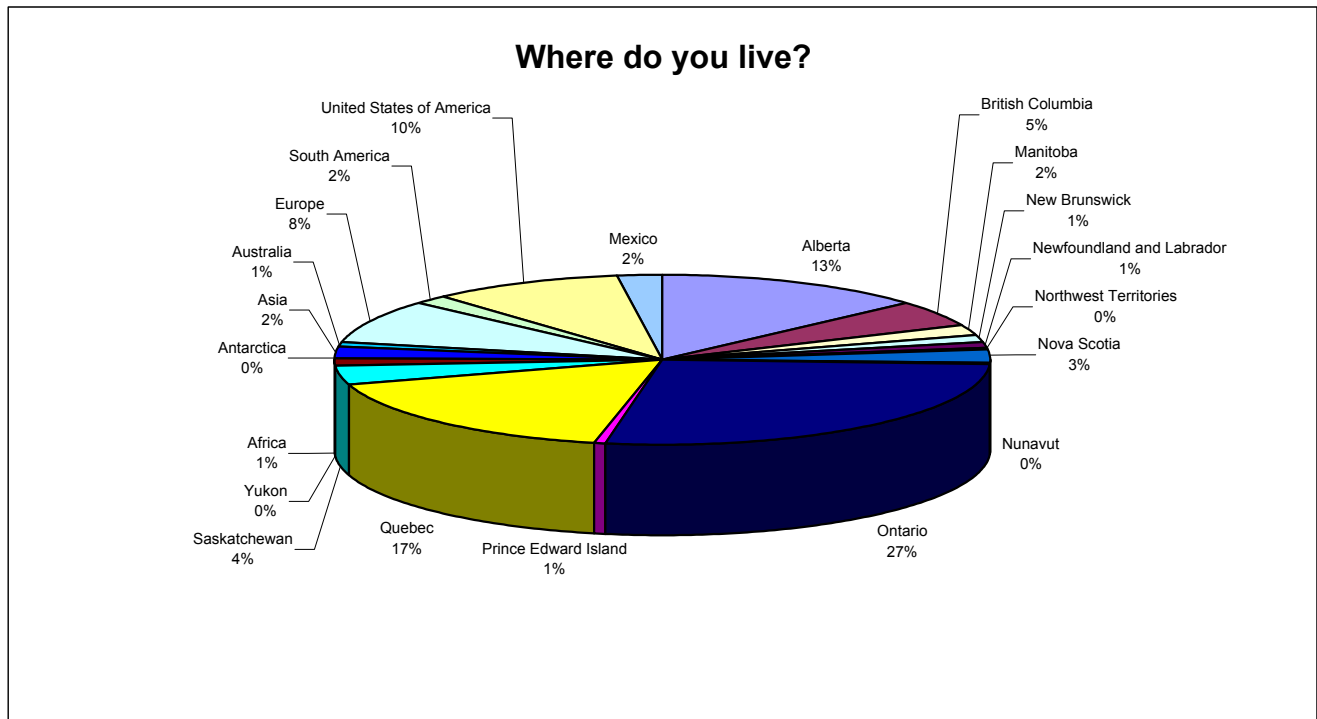
What is the highest level of education you have completed?

Respondents	457
Elementary	46
Secondary	102
Post-Secondary	309
No Answer	26



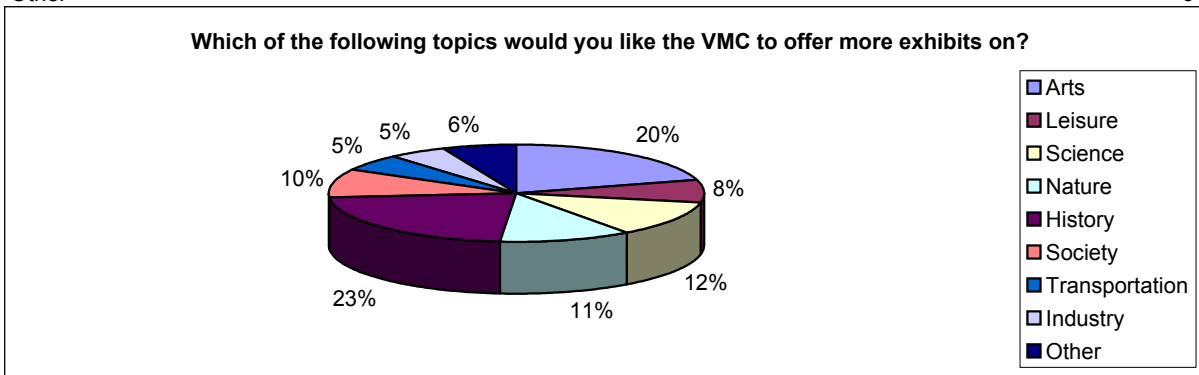
Where do you live?

Respondents	483
Alberta	64
British Columbia	24
Manitoba	10
New Brunswick	7
Newfoundland and Labrador	5
Northwest Territories	1
Nova Scotia	13
Nunavut	1
Ontario	130
Prince Edward Island	3
Quebec	82
Saskatchewan	17
Yukon	0
Africa	7
Antarctica	0
Asia	10
Australia	5
Europe	39
South America	8
United States of America	46
Mexico	11



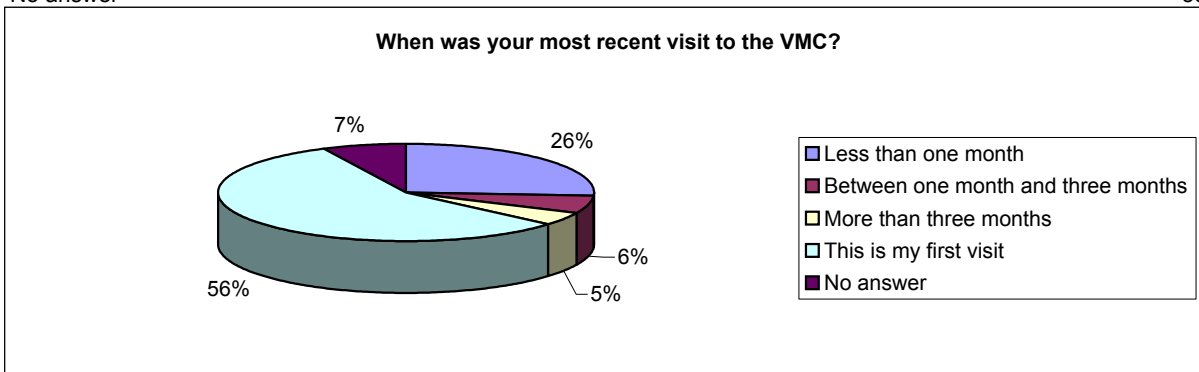
Which of the following topics would you like the VMC to offer more exhibits on?

Respondents	1008
Arts	206
Leisure	78
Science	118
Nature	115
History	224
Society	97
Transportation	55
Industry	51
Other	64



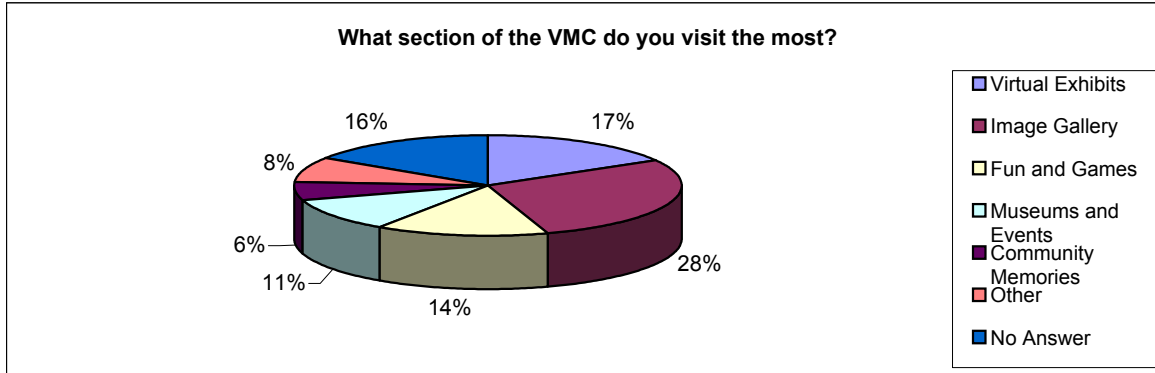
When was your most recent visit to the VMC?

Respondents	448
Less than one month	126
Between one month and three months	28
More than three months	22
This is my first visit	272
No answer	35



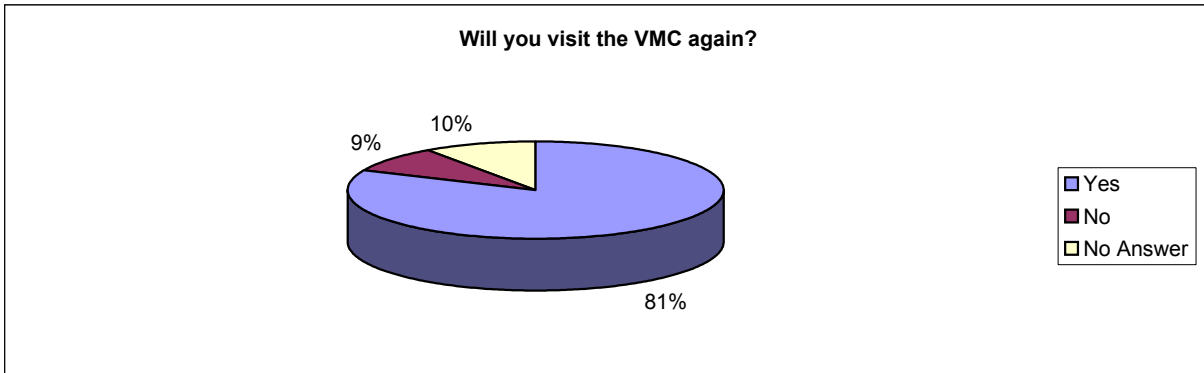
What section of the VMC do you visit most?

Respondents	407
Virtual Exhibits	81
Image Gallery	136
Fun and Games	70
Museums and Events	53
Community Memories	28
Other	39
No Answer	76



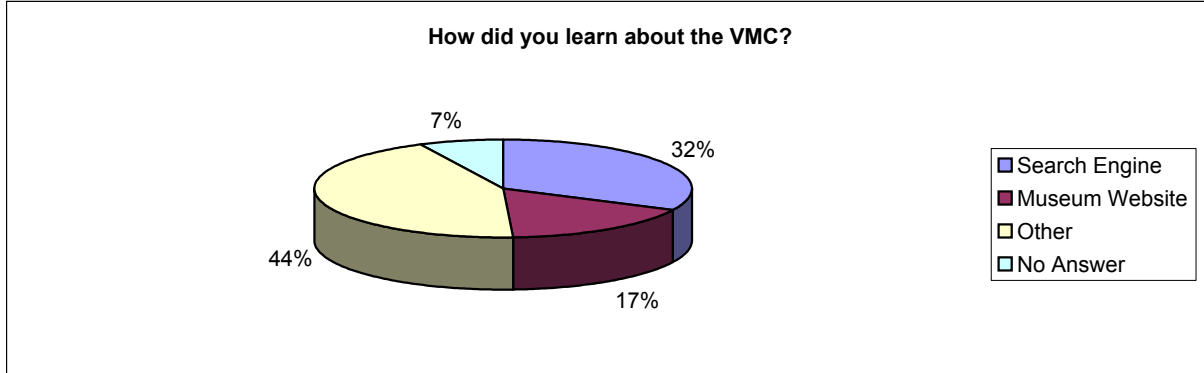
Will you visit the VMC again?

Respondents	436
Yes	394
No	42
No Answer	47



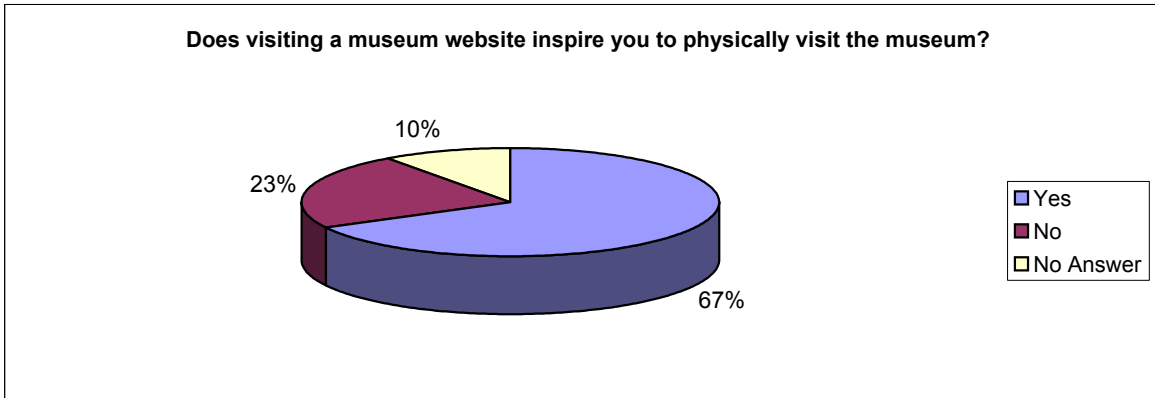
How did you learn about the VMC?

Respondents	448
Search Engine	156
Museum Website	82
Other	210
No Answer	35



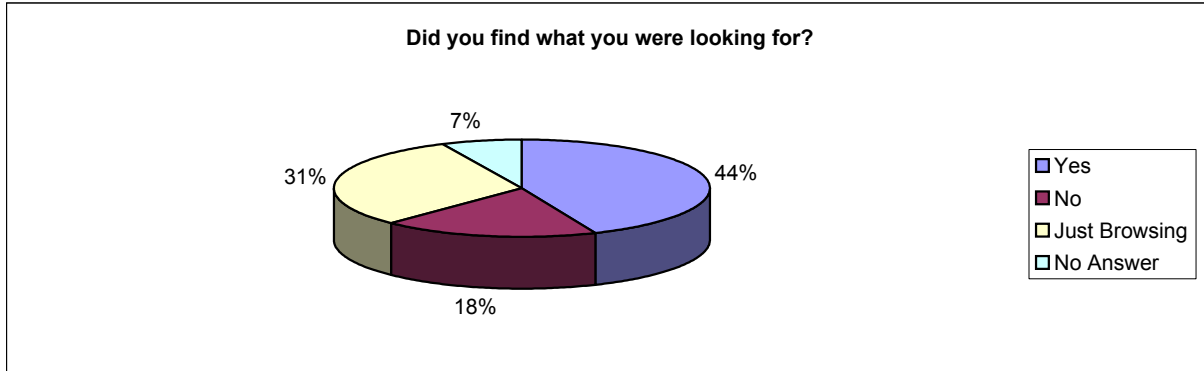
Does visiting a museum website inspire you to physically visit the museum?

Respondents	435
Yes	325
No	110
No Answer	48



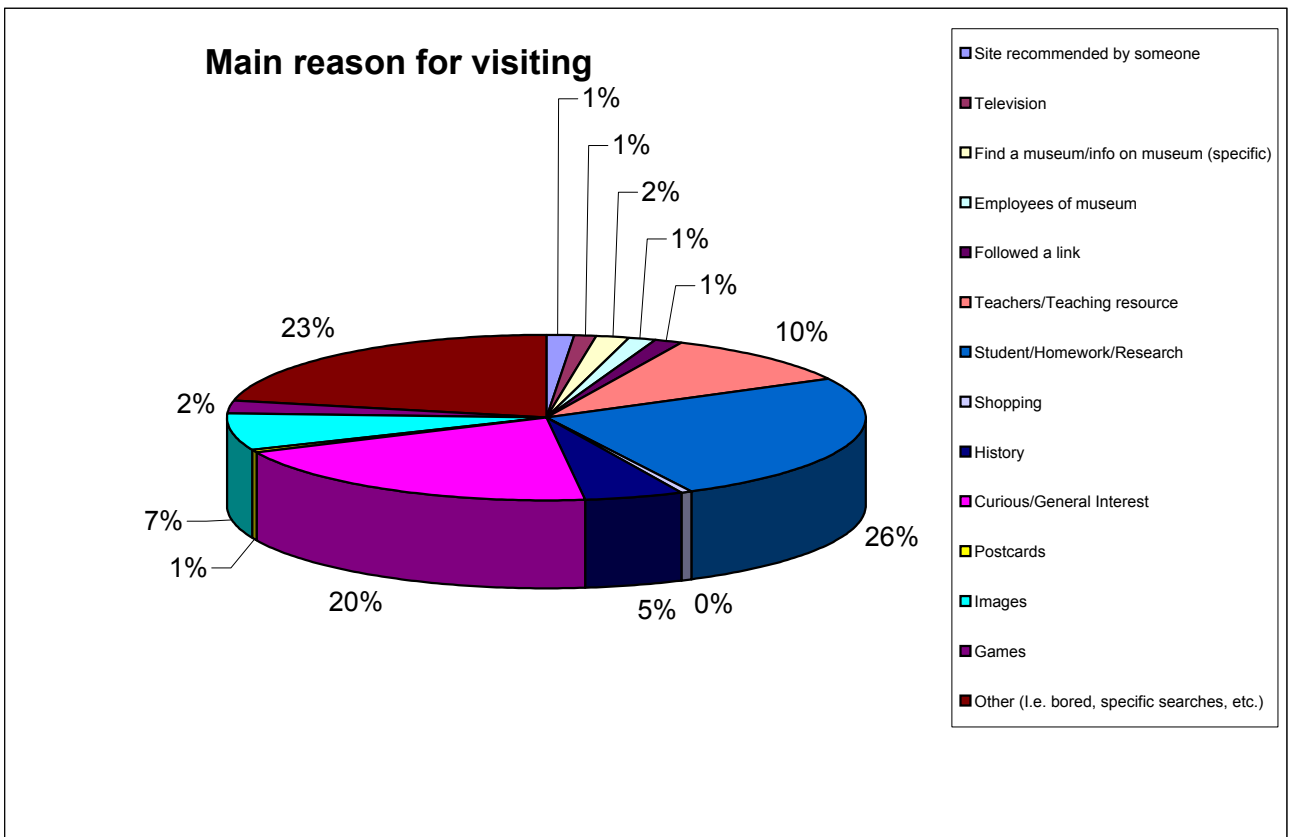
Did you find what you were looking for?

Respondents	450
Yes	211
No	89
Just Browsing	150
No Answer	33



What was the main reason you visited the VMC:

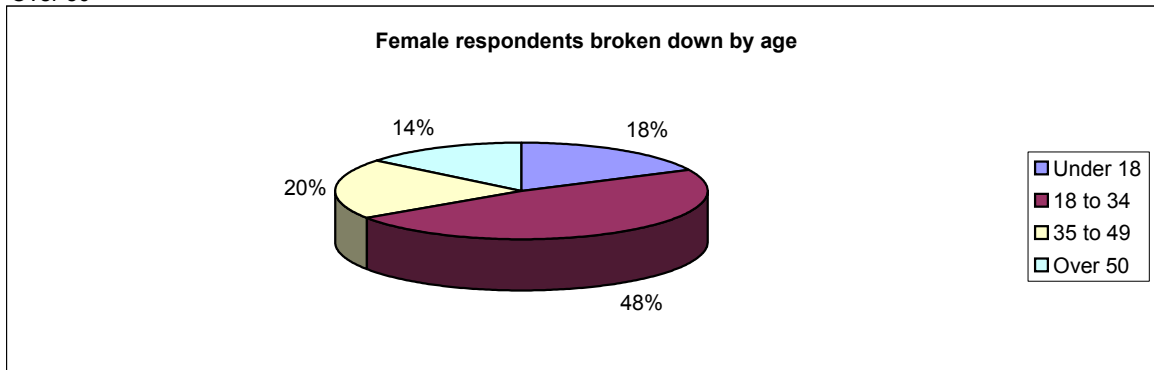
Respondents	291
Site recommended by someone	4
Television	3
Find a museum/info on museum (specific)	5
Employees of museum	4
Followed a link	4
Teachers/Teaching resource	30
Student/Homework/Research	74
Shopping	1
History	15
Curious/General Interest	58
Postcards	2
Images	21
Games	7
Other (I.e. bored, specific searches, etc.)	63



Additional Analysis on Demographic Data

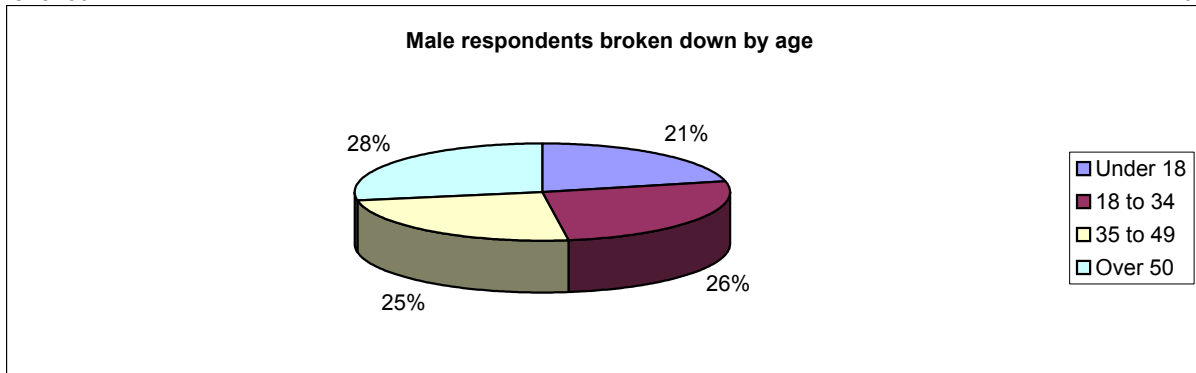
Female Respondents Broken Down by Age:

Respondents	247
Under 18	44
18 to 34	118
35 to 49	50
Over 50	35



Male Respondents Broken Down by Age:

Respondents	217
Under 18	46
18 to 34	57
35 to 49	53
Over 50	60



Female Respondents Broken Down by Area of Residence

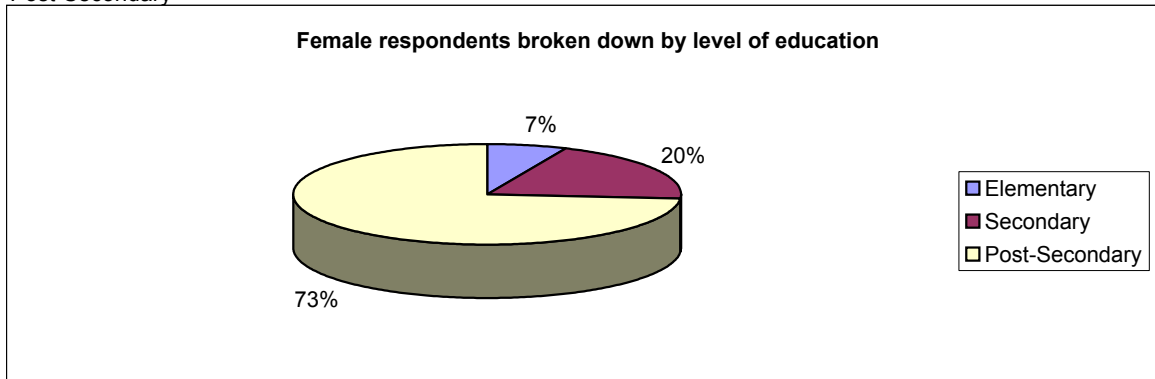
Respondents	247
Alberta	21
British Columbia	16
Manitoba	4
New Brunswick	3
Newfoundland and Labrador	1
Northwest Territories	0
Nova Scotia	6
Nunavut	1
Ontario	74
Prince Edward Island	1
Quebec	47
Saskatchewan	11
Yukon	0
Africa	2
Antarctica	0
Asia	2
Australia	2
Europe	20
South America	3
United States of America	26
Mexico	7

Male Respondents Broken Down by Area of Residence

Respondents	216
Alberta	28
British Columbia	8
Manitoba	6
New Brunswick	3
Newfoundland and Labrador	5
Northwest Territories	1
Nova Scotia	7
Nunavut	0
Ontario	55
Prince Edward Island	2
Quebec	32
Saskatchewan	6
Yukon	0
Africa	5
Antarctica	0
Asia	7
Australia	3
Europe	19
South America	5
United States of America	20
Mexico	4

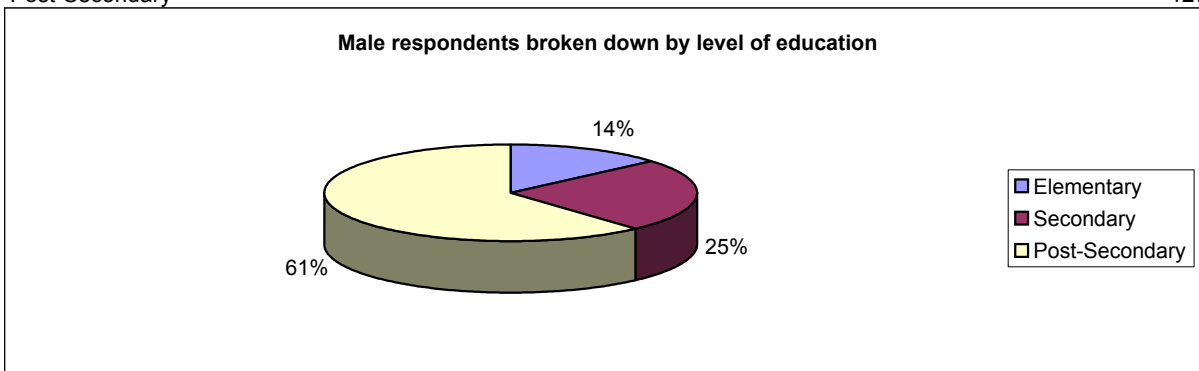
Female Respondents Broken Down by Level of Education

Respondents	242
Elementary	16
Secondary	48
Post-Secondary	178



Male Respondents Broken Down by Level of Education

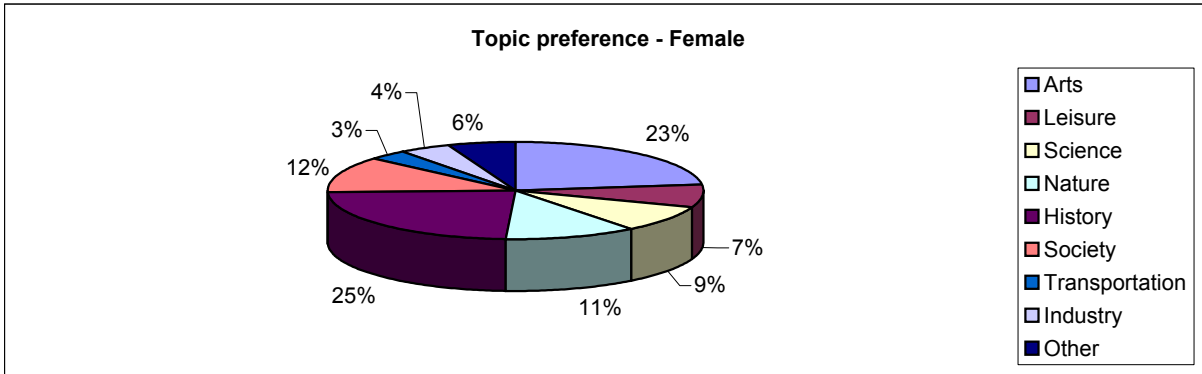
Respondents	206
Elementary	28
Secondary	51
Post-Secondary	127



Additional Analysis on Topic Preferences

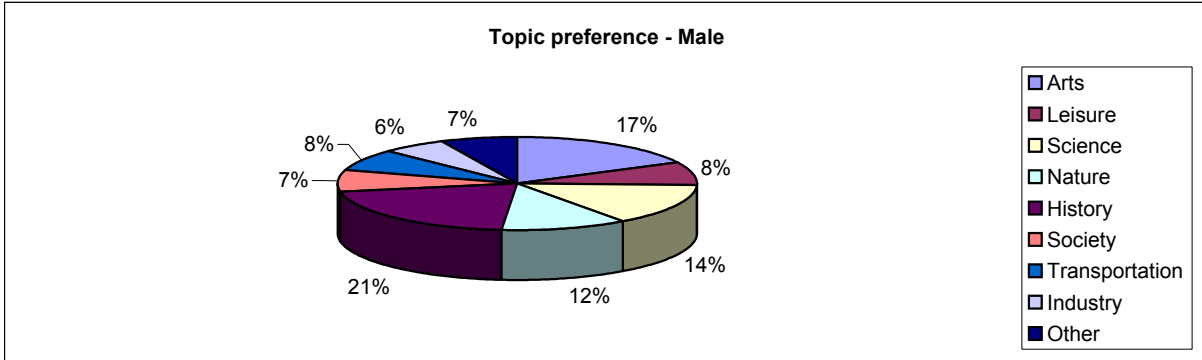
Topic Preference Broken Down By Gender - Female

Respondents	518
Arts	120
Leisure	38
Science	47
Nature	59
History	122
Society	61
Transportation	18
Industry	23
Other	30



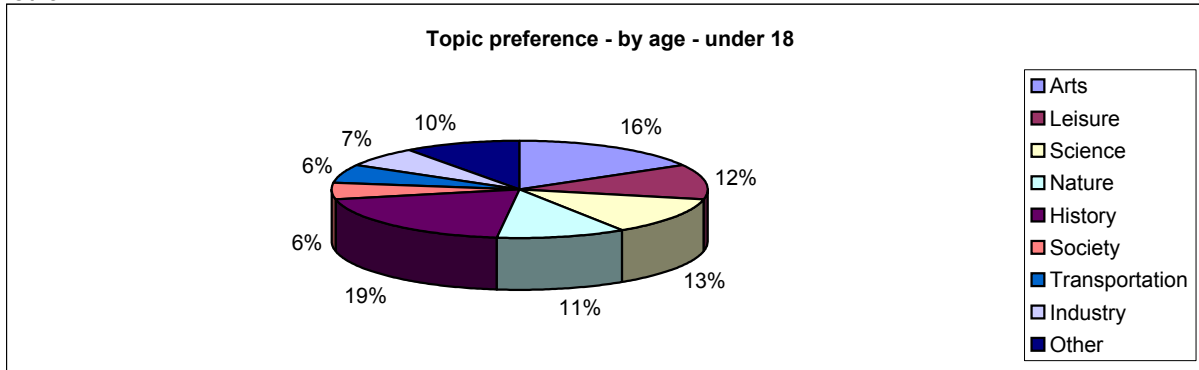
Topic Preference Broken Down By Gender - Male

Respondents	466
Arts	81
Leisure	38
Science	67
Nature	54
History	97
Society	34
Transportation	35
Industry	28
Other	32



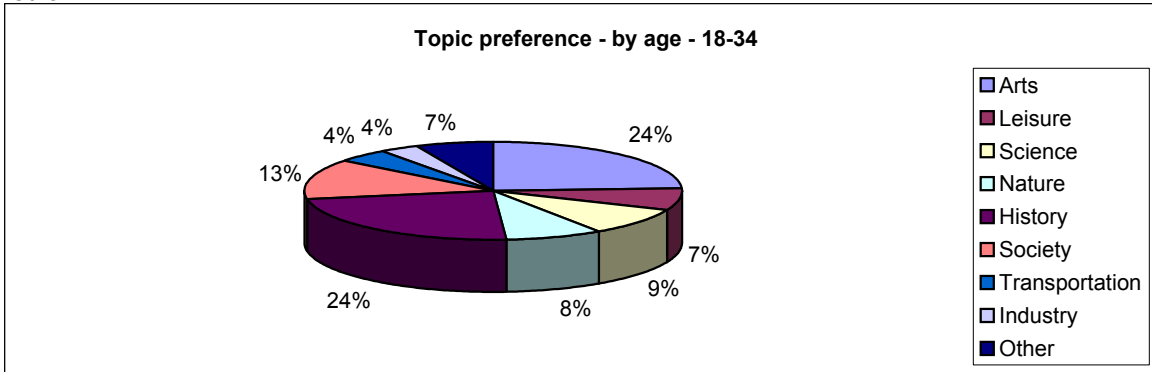
Topic Preference Broken Down By Age - Under 18

Respondents	198
Arts	33
Leisure	23
Science	25
Nature	22
History	39
Society	11
Transportation	12
Industry	13
Other	20



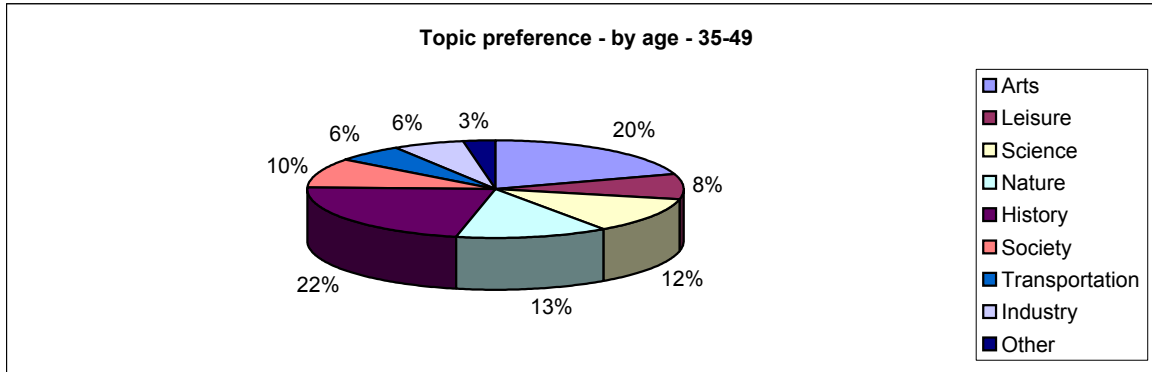
Topic Preference Broken Down By Age - 18-34

Respondents	365
Arts	88
Leisure	27
Science	33
Nature	30
History	86
Society	48
Transportation	16
Industry	13
Other	24



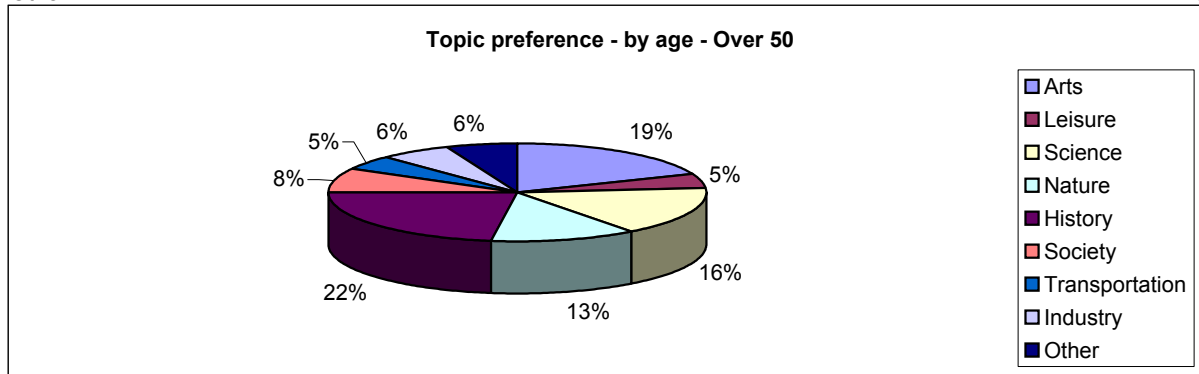
Topic Preference Broken Down By Age - 35-49

Respondents	216
Arts	43
Leisure	18
Science	26
Nature	28
History	48
Society	21
Transportation	13
Industry	13
Other	6



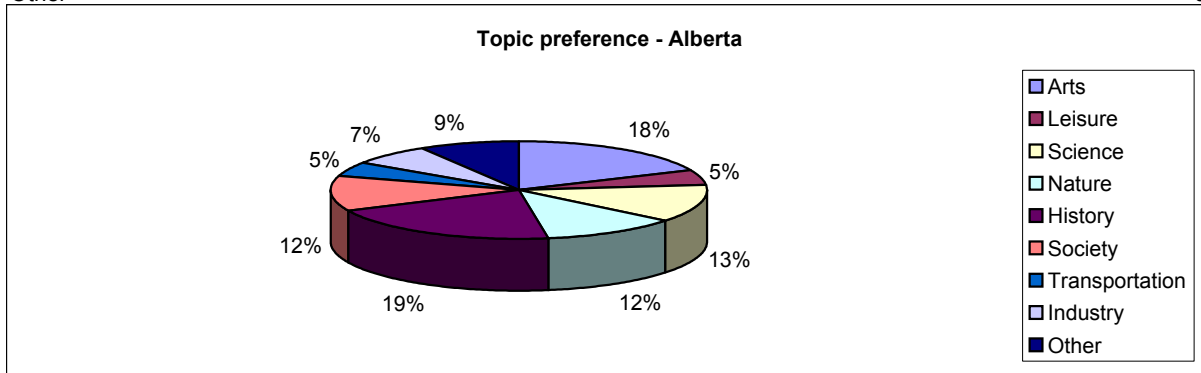
Topic Preference Broken Down By Age - Over 50

Respondents	212
Arts	40
Leisure	10
Science	34
Nature	27
History	48
Society	17
Transportation	10
Industry	13
Other	13



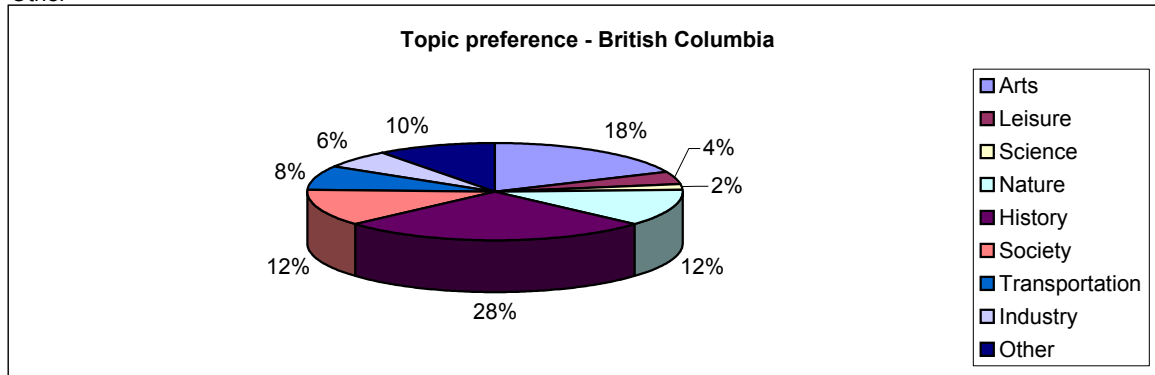
Topic Preference Broken Down By Area of Residence - Alberta

Respondents	103
Arts	19
Leisure	5
Science	13
Nature	12
History	21
Society	12
Transportation	5
Industry	7
Other	9



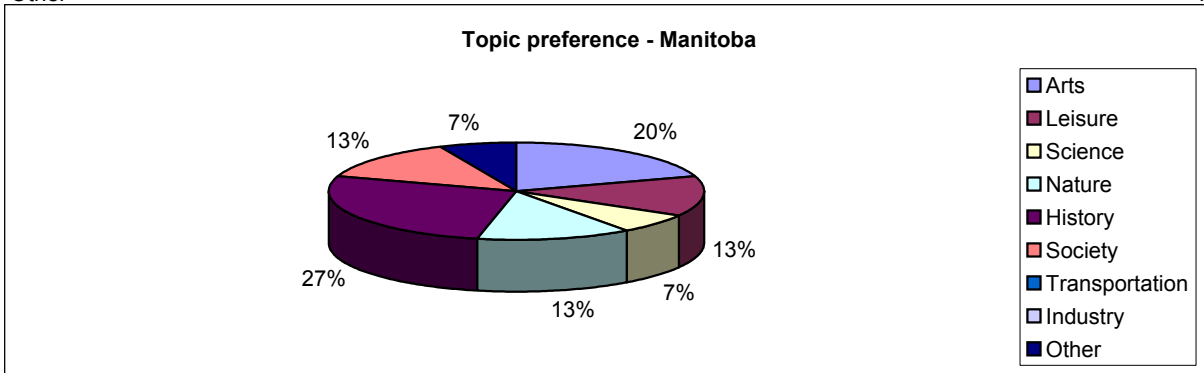
Topic Preference Broken Down By Area of Residence - British Columbia

Respondents	49
Arts	9
Leisure	2
Science	1
Nature	6
History	13
Society	6
Transportation	4
Industry	3
Other	5



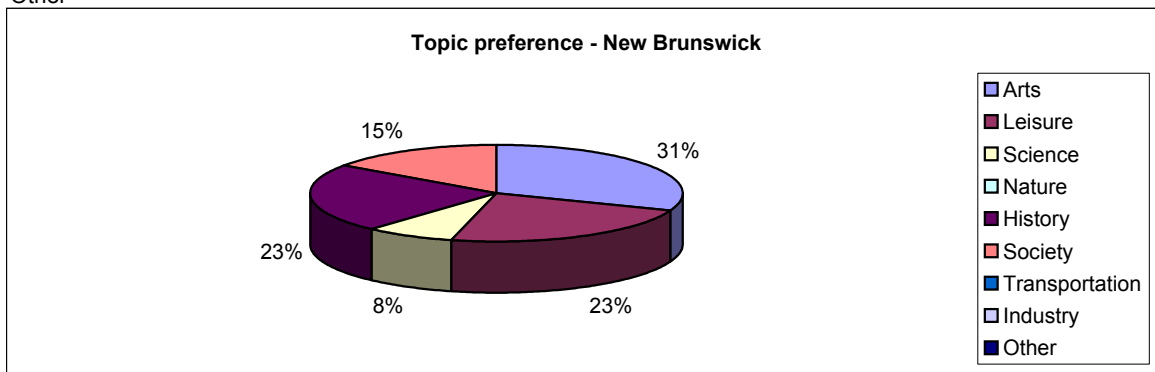
Topic Preference Broken Down By Area of Residence - Manitoba

Respondents	15
Arts	3
Leisure	2
Science	1
Nature	2
History	4
Society	2
Transportation	0
Industry	0
Other	1



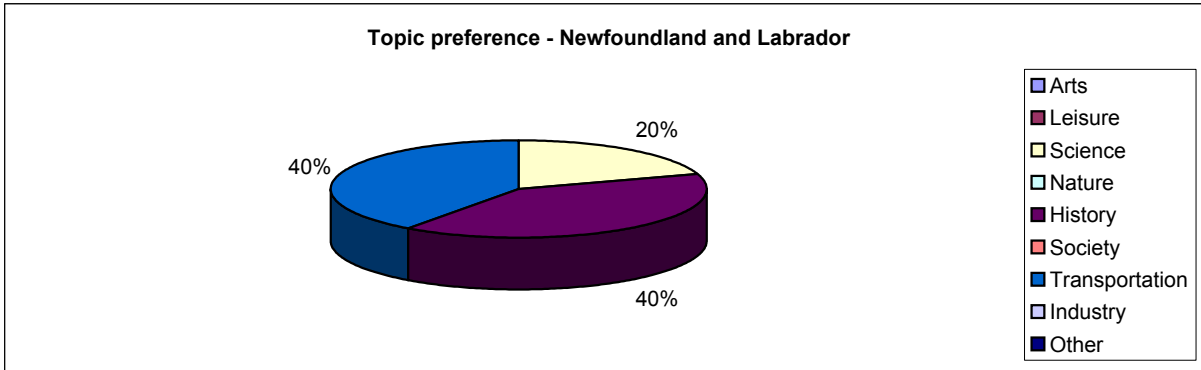
Topic Preference Broken Down By Area of Residence - New Brunswick

Respondents	13
Arts	4
Leisure	3
Science	1
Nature	0
History	3
Society	2
Transportation	0
Industry	0
Other	0



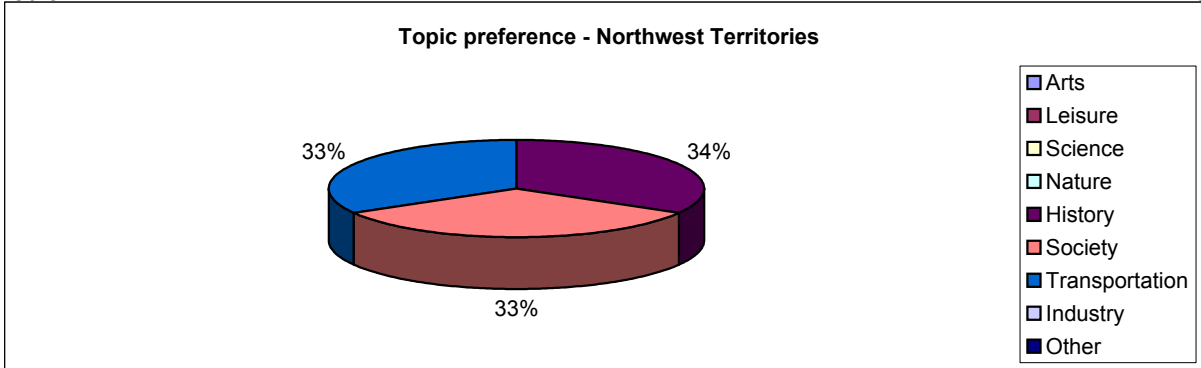
Topic Preference Broken Down By Area of Residence - Newfoundland & Labrador

Respondents	5
Arts	0
Leisure	0
Science	1
Nature	0
History	2
Society	0
Transportation	2
Industry	0
Other	0



Topic Preference Broken Down By Area of Residence - Northwest Territories

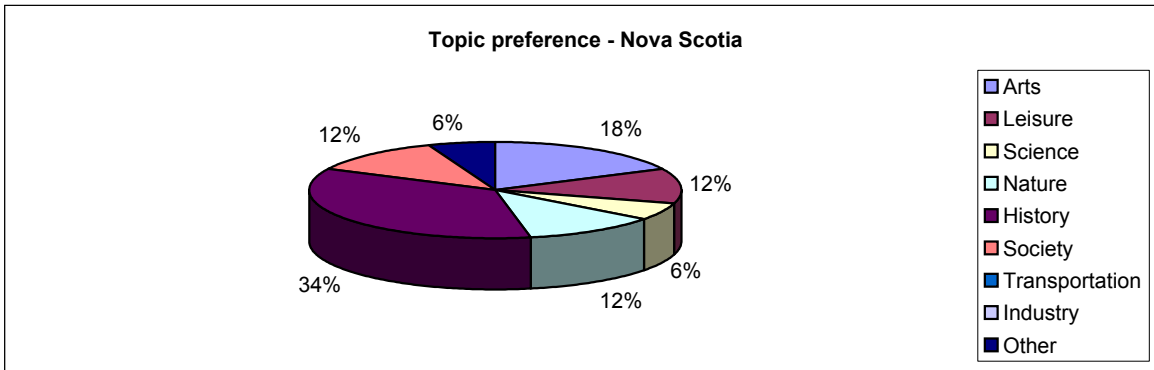
Respondents	3
Arts	0
Leisure	0
Science	0
Nature	0
History	1
Society	1
Transportation	1
Industry	0
Other	0



Topic Preference Broken Down By Area of Residence - Nova Scotia

Respondents
 Arts
 Leisure
 Science
 Nature
 History
 Society
 Transportation
 Industry
 Other

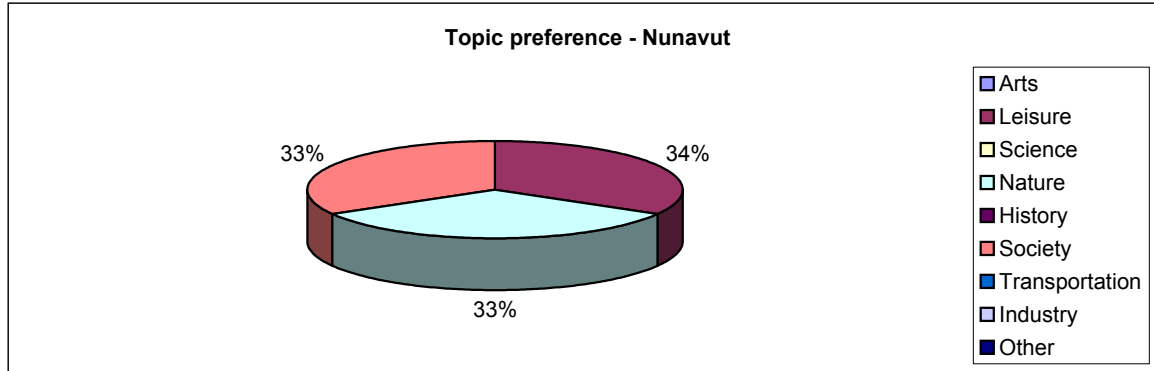
17
 3
 2
 1
 2
 6
 2
 0
 0
 1



Topic Preference Broken Down By Area of Residence - Nunavut

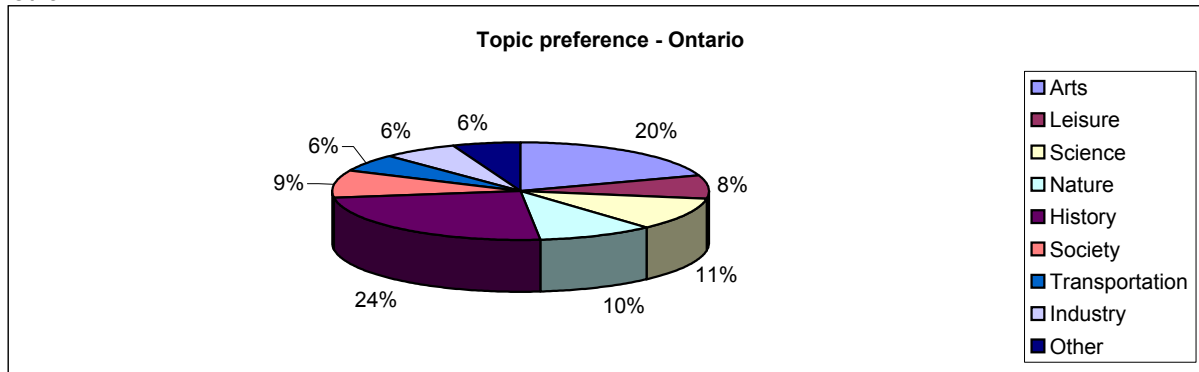
Respondent
 Arts
 Leisure
 Science
 Nature
 History
 Society
 Transportation
 Industry
 Other

3
 0
 1
 0
 1
 0
 1
 0
 0
 0



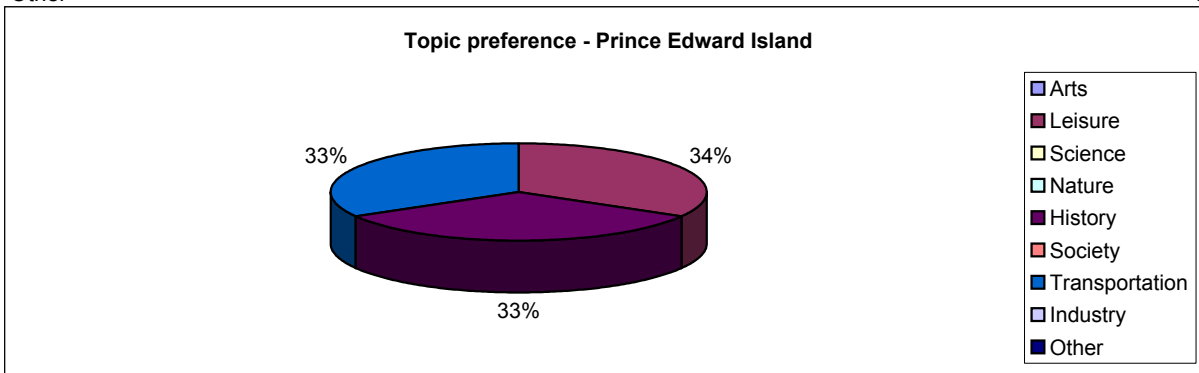
Topic Preference Broken Down By Area of Residence - Ontario

Respondents	287
Arts	57
Leisure	22
Science	31
Nature	29
History	70
Society	26
Transportation	17
Industry	18
Other	17



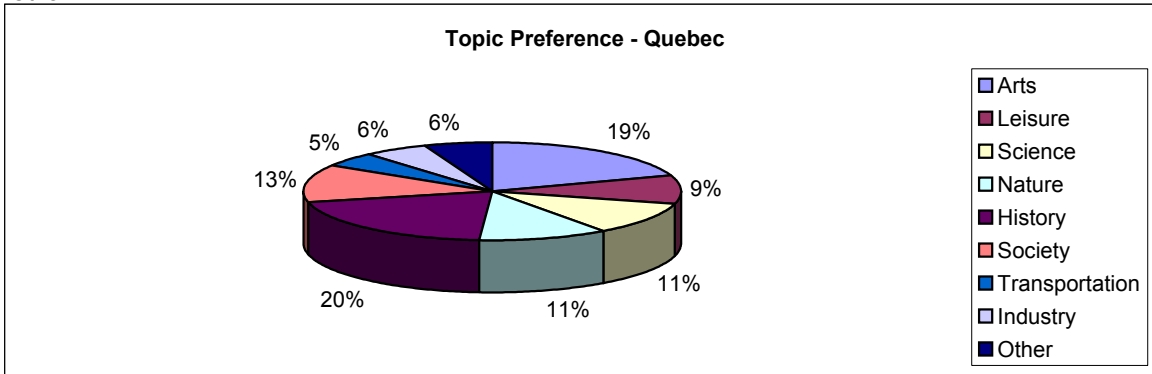
Topic Preference Broken Down By Area of Residence - Prince Edward Island

Respondents	3
Arts	0
Leisure	1
Science	0
Nature	0
History	1
Society	0
Transportation	1
Industry	0
Other	0



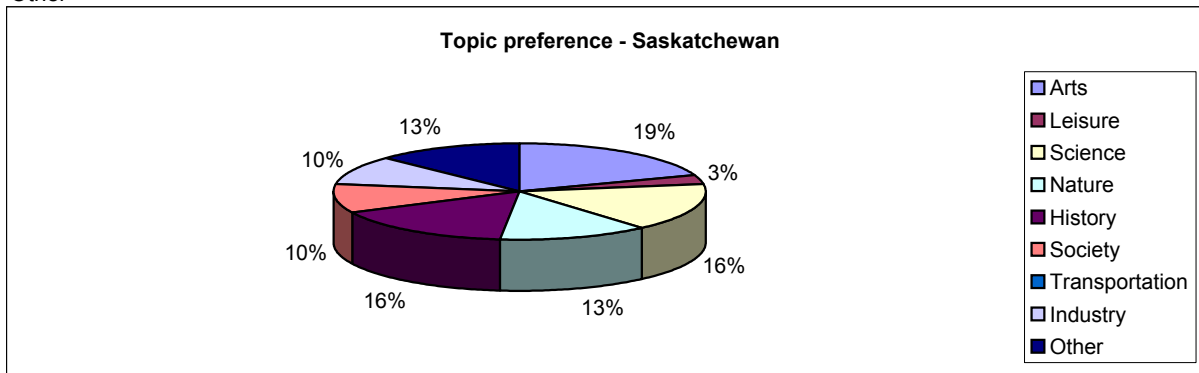
Topic Preference Broken Down By Area of Residence - Quebec

Respondents	192
Arts	38
Leisure	18
Science	21
Nature	21
History	39
Society	24
Transportation	9
Industry	11
Other	11



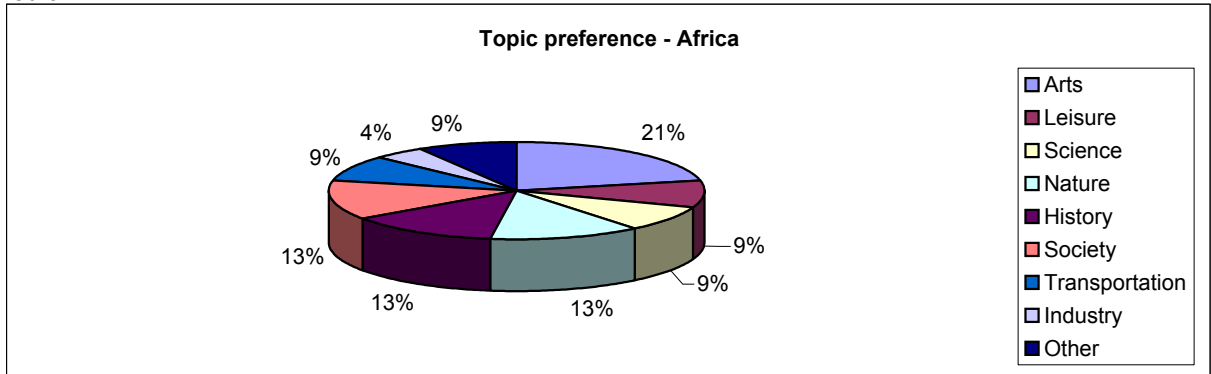
Topic Preference Broken Down By Area of Residence - Saskatchewan

Respondents	31
Arts	6
Leisure	1
Science	5
Nature	4
History	5
Society	3
Transportation	0
Industry	3
Other	4



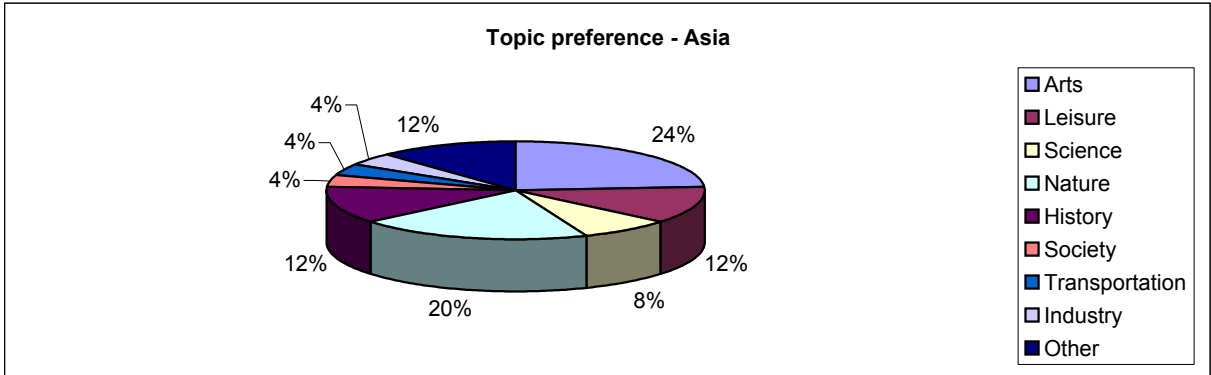
Topic Preference Broken Down By Area of Residence - Africa

Respondents	23
Arts	5
Leisure	2
Science	2
Nature	3
History	3
Society	3
Transportation	2
Industry	1
Other	2



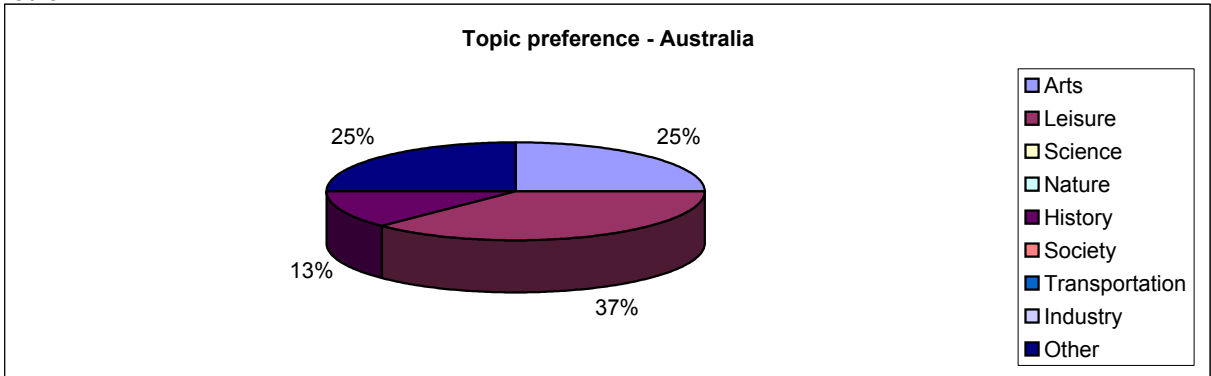
Topic Preference Broken Down By Area of Residence - Asia

Respondents	25
Arts	6
Leisure	3
Science	2
Nature	5
History	3
Society	1
Transportation	1
Industry	1
Other	3



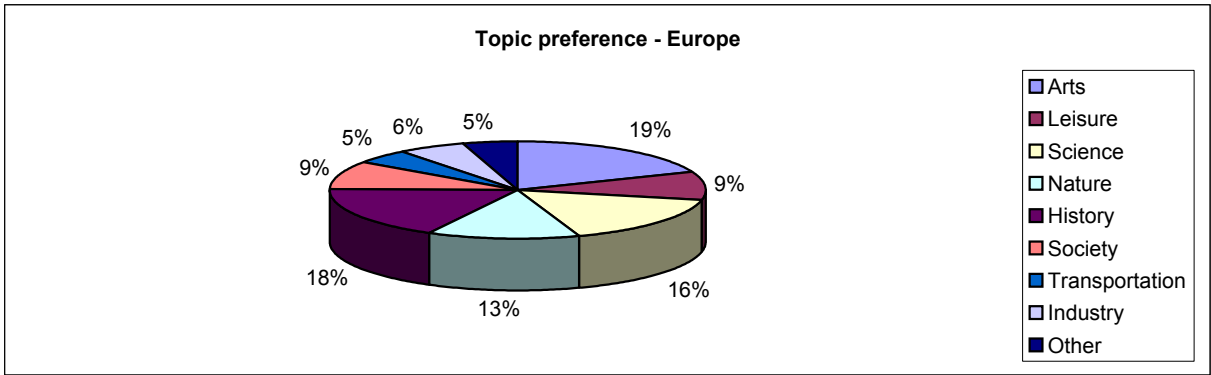
Topic Preference Broken Down By Area of Residence - Australia

Respondents	8
Arts	2
Leisure	3
Science	0
Nature	0
History	1
Society	0
Transportation	0
Industry	0
Other	2



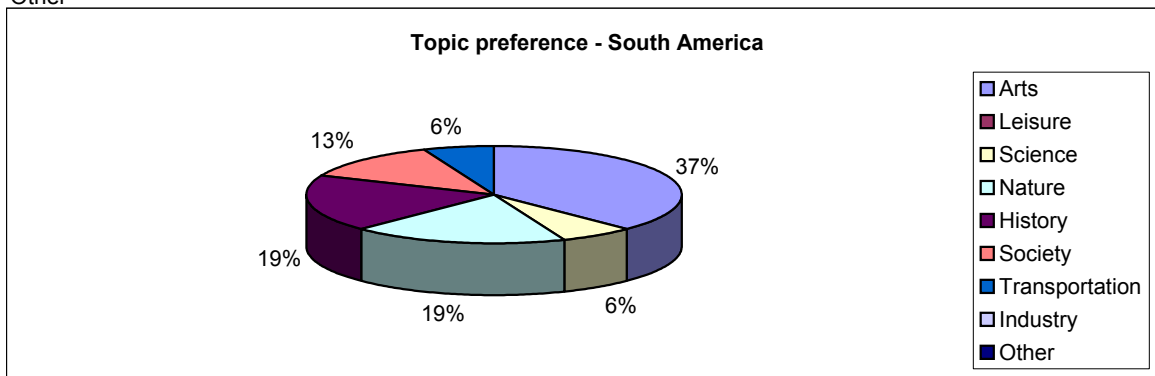
Topic Preference Broken Down By Area of Residence - Europe

Respondents	85
Arts	16
Leisure	8
Science	14
Nature	11
History	15
Society	8
Transportation	4
Industry	5
Other	4



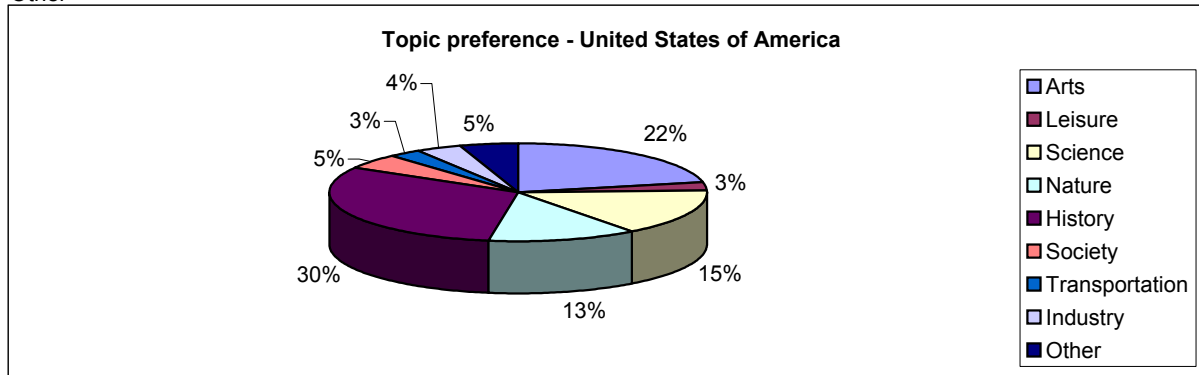
Topic Preference Broken Down By Area of Residence - South America

Respondents	16
Arts	6
Leisure	0
Science	1
Nature	3
History	3
Society	2
Transportation	1
Industry	0
Other	0



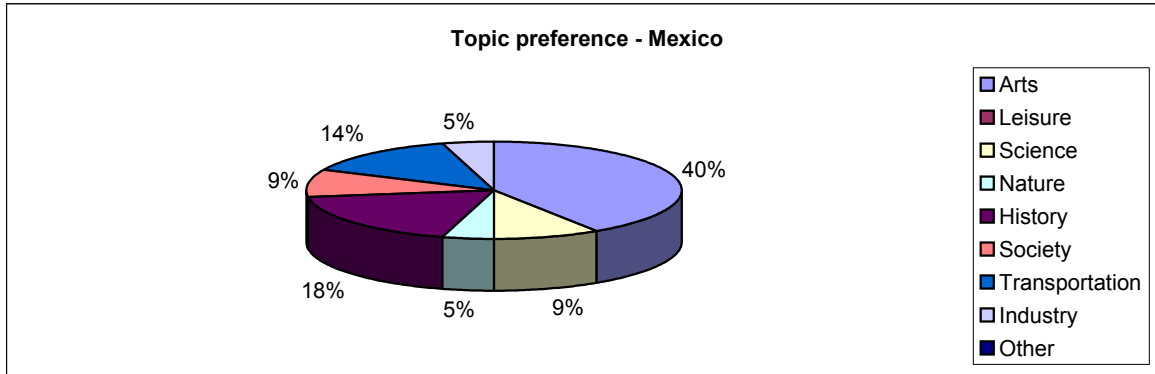
Topic Preference Broken Down By Area of Residence - United States of America

Respondents	78
Arts	17
Leisure	2
Science	12
Nature	10
History	24
Society	4
Transportation	2
Industry	3
Other	4



Topic Preference Broken Down By Area of Residence - Mexico

Respondents	22
Arts	9
Leisure	0
Science	2
Nature	1
History	4
Society	2
Transportation	3
Industry	1
Other	0



Appendix A

List of Survey Questions:

What is your gender?

- Male
- Female

How old are you?

- Under 18
- 18 to 34
- 35 to 49
- Over 50

Which province or territory do you live in?

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon Territory

Other:

- Africa
- Antarctica
- Asia
- Australia
- Europe
- South America
- United States of America
- Mexico

What is the highest level of education you have completed?

- Elementary
- Secondary
- Post-secondary

On which of the following topics would you like the Virtual Museum of Canada to offer more exhibits?

- Arts
- Leisure
- Science
- Nature
- History
- Society
- Transportation
- Industry
- Other

When was the last time you visited the VMC?

- Less than one month
- Between one and three months
- More than three months
- This is my first visit

What section of the VMC do you visit the most?

- VMC Exhibits
- Image Gallery
- Fun & Games
- Museums & Events
- Community Memories
- other

Will you visit the Virtual Museum of Canada again?

- Yes
- No

How did you learn about the VMC?

- Search Engine
- Museum Website
- Other

What was the main reason you visited the VMC?

Does viewing a museum website inspire you to visit the museum in person?

- Yes
- No

Did you find what you were looking for?

- Yes
- No
- I was not looking for anything in particular