



# **Canadian Heritage Information Network's 2004 Survey of Visitors to Museums' Web Space and Physical Space**

## **Survey Documentation and Findings**

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## TABLE OF CONTENTS

1. INTRODUCTION.....	5
2. SURVEY OBJECTIVES .....	5
3. HIGHLIGHTS.....	6
3.1 Survey of Visitors to Museums .....	6
3.2 Survey of Visitors to Museums' Web Space .....	6
4. METHODOLOGY .....	7
4.1 Survey of Visitors to Museums .....	7
4.2 Survey of Visitors to Museums' Web Space .....	8
5. SURVEY RESULTS.....	8
5.1 Survey of Visitors to Museums .....	8
<i>Profile in terms of Internet Use.....</i>	8
<i>Where do people look for information about museums and what are they looking for? .....</i>	9
<i>Impact of the information found on the Internet .....</i>	10
<i>Reasons for not using the Internet to plan a visit.....</i>	10
<i>Follow-up to the visit .....</i>	11
<i>Frequency of visits to museums.....</i>	12
<i>Demographic characteristics .....</i>	13
5.2 Survey of Visitors to Museums' Web Space .....	13
<i>Frequency of visits .....</i>	13
<i>How did visitors found out about the site.....</i>	15
<i>Purpose of the visit.....</i>	16
<i>Goals of a museum's web space.....</i>	17
<i>Demographic characteristics of respondents.....</i>	18
REFERENCES.....	20
APPENDIX A: DETAILED SURVEY RESULTS .....	22
1. Survey of Visitors to Museums .....	22
<i>Question 1: Do you use the Internet, either at home, work, school or any other location? ..</i>	22
<i>Question 3: What are the Web sites on which you looked for information about this museum?</i>	
.....	25
<i>Question 4: What were you looking for? .....</i>	26
<i>Question 5: Which statement best describes your situation? .....</i>	27
<i>Question 6: Did the information you found on the Internet increase, decrease or have no</i>	
<i>impact on your level of interest for visiting the museum? .....</i>	29
<i>Question 7: What is the main reason you didn't use the Internet in preparing your visit to this</i>	
<i>museum? .....</i>	32
<i>Question 8: Do you plan to visit the museum's Web space in the coming days?.....</i>	34
<i>Question 9: What will you be looking for? .....</i>	36
<i>Question 10: How often do you visit this museum? .....</i>	38
<i>Question 11: How often do you visit museums in general? .....</i>	39
<i>Question 12: Are you Male / Female? .....</i>	40
<i>Question 13: What is your age group? .....</i>	41
<i>Question 14: Do you currently live in Canada? .....</i>	42
2. Survey of Visitors to Museums' Web Space .....	43
<i>Question 1: In the past twelve months, how often did you visit the Virtual Museum of</i>	
<i>Canada? .....</i>	43
<i>Question 2: In the past twelve months, how often did you visit the Web space of a Canadian</i>	
<i>museum? .....</i>	44
<i>Question 3: In the past twelve months, how often did you visit the Web space of a museum</i>	
<i>from another country? .....</i>	45
<i>Question 4: How often do you physically visit Canadian museums? .....</i>	47

<i>Question 5: How did you find out about the site of the museum from which you took this survey?</i> .....	48
<i>Question 6: In visiting this site today, were you: Planning a visit to a museum; Following-up on a recent visit to a museum; Neither?</i> .....	50
<i>Question 7: Did you also visit the Web site BEFORE visiting the museum?</i> .....	51
<i>Question 8: What are you looking for on a museum's Web space?</i> .....	52
<i>Question 9: What kind of information on the collections do you expect to find on a museum's Web space?</i> .....	54
<i>Question 10: What do you think are the three main goals of a museum's Web space? Put a "1" in the box beside the item you think is the most important, a "2" beside the second most important and a "3" beside the third most important.</i> .....	55
<i>Questions 11 and 12: Age and sex of respondent</i> .....	56
<i>Question 13: Where do you currently live?</i> .....	57
APPENDIX B: MORE ON THE METHODOLOGY OF THE SURVEYS .....	58
1. Survey of Visitors to Museums .....	58
1.1 Population .....	58
1.2 Sample Plan .....	58
1.3 Survey Questionnaire .....	59
1.4 Data Collection .....	60
1.5 Data Capture and Data Processing .....	61
1.6 Estimation .....	61
2. Survey of Visitors to Museums' Web Space .....	62
2.3 Data Capture and Data Processing .....	62
2.4 Estimation .....	62
APPENDIX C: SURVEY QUESTIONNAIRES .....	63
Survey of Visitors to Museums .....	63
Survey of Visitors to Museums' Web Space .....	68

## 1. INTRODUCTION

Canadian museums have a growing presence on the internet. Although most museums feel the internet is a valuable tool to reach potential and actual visitors, not much is known in terms of what people are looking for from a museum's web space.<sup>1</sup> To attempt to answer part of this question, the Canadian Heritage Information Network (CHIN), responsible for the Virtual Museum of Canada ([www.virtualmuseum.ca](http://www.virtualmuseum.ca)), decided to undertake an evaluation in 2004 of people's use of and expectations of museums' web spaces. This study was done in collaboration with various museums across Canada.

To make that possible, CHIN launched two surveys simultaneously: the Survey of Visitors to Museums, and the Survey of Visitors to Museums' Web Space. CHIN mandated Statistics Canada's Statistical Consultation Group to provide professional support throughout the development, implementation and analysis of the two surveys.

## 2. SURVEY OBJECTIVES

As museums expand their online profile, they continue to ask what a virtual presence can mean to an audience, the ways in which the audience can experience it, what the audience wants from it, and how a web space can relate to the museum's physical space.

In developing their virtual presence for more effective audience engagement, museums want to know what visitors to both spaces are seeking, how museums can meet their needs, and what the correlation is between visits to the web space and to the physical space. Museums have a history of visitor awareness and visitor needs' surveys. As the internet is a newer environment, there is less information about visitor needs and patterns in this virtual space.

Since the launch of the Virtual Museum of Canada (VMC, [www.virtualmuseum.ca](http://www.virtualmuseum.ca)), in March 2001, the Canadian Heritage Information Network (CHIN, [www.chin.gc.ca](http://www.chin.gc.ca)) has been conducting research on web visitors in order to assist the museum community in understanding the needs of this new type of visitor. CHIN has used a number of means, including focus groups on the Virtual Museum of Canada itself, online surveys to determine the audience and user interests for the VMC, a database of user feedback received, and this 2004 two-pronged in-house and online survey to determine the relationship between the two spaces.

With the widespread adoption of internet use, there has been concern among some museum professionals that access to online museum content might decrease public appetite for visiting museums. Several studies have explored visitors' uses of and interactions with museum Web sites (Chadwick 1997, Chadwick 2000, Hafner 2000, Kravchyna & Hastings 2002, Johnson 2000, Sabin 1997, Soren and Lemelin 2002, Pre-Digital Cultural Content Forum papers 2004), and there is anecdotal evidence to suggest a link between the two, suggesting that online content actually increases the interest in visiting a museum. One of the most common uses of museum web spaces is for visitors planning a visit to the physical museum. Most online visitor surveys are by their very nature self-selecting, that is, respondents have chosen to do the survey, and thus the surveys do not have the sample methodology of an in-house survey. In addition, the people who choose to participate are possibly those who are most comfortable with the internet, and such

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<sup>1</sup> A note on terminology: the term "web space" was used in this survey to reflect the fact that some museums may not have their own web sites, but do have a presence or a space on the web site of another organization, such as the Virtual Museum of Canada, or a Chamber of Commerce or a tourism agency.

respondents may not be representative of the general online population.

Some other studies (Loomis & Elias, 2003) have tried to determine the links between web sites and interest in visiting museums and libraries, finding that web site use would increase their likelihood of visiting the museum. However, it was felt that there was need for a large-scale study to examine these issues. In 2003, CHIN proposed a national study intended to provide museums with an understanding of the link between visits to the virtual space and physical space, enabling them to develop front-end and back-end content.

The overall objective of the two surveys was to help build a better understanding of why people visit museums' web spaces and how those visits are linked to visits to the museum's physical space. The study aimed at answering questions such as:

- How should the web space of a museum relate to its physical space?
- Do people use the internet when they prepare a visit to a museum?
- Where do people look for information?
- What are they looking for?
- Do they use the internet as a tool to enrich a past visit to a museum?
- What are the reasons why some internet users don't use it to plan their visit to a museum?

### **3. HIGHLIGHTS**

#### **3.1 Survey of Visitors to Museums**

- 22% of internet users used that tool to plan their visit to the museum.
- 80% of internet users who did not use the internet to plan their visit said it was either because they didn't plan the visit, they already knew the museum well or they had the information they needed from other sources.
- When looking for information over the internet to plan a visit, people refer equally to the website of the museum and to tourism, Chamber of Commerce or municipal sites.
- When planning a visit, people mainly look for general information about the museum (directions, opening hours, etc.).
- People visiting the web space of a museum as a follow-up to a visit in person are looking for a richer content than those planning a visit.
- Museums that put collections information and images on their web sites will not reduce visits to the physical museum, and will likely enhance interest in making an in-person visit to the museum.

#### **3.2 Survey of Visitors to Museums' Web Space**

- There is a strong positive tie between visits to museums' web spaces and in-person visits to museums. The more one visits museum web spaces, the more likely one is to visit museums in person.
- When asked how they found out about the site from which they took the survey, respondents mention mainly internet search engines and links from another museum's site. Thus, search engine optimization is important for museum web sites.

- Almost half of the respondents were neither planning a visit to a museum, nor following up on a recent visit.

## **4. METHODOLOGY**

This section provides the highlights of the methodology adopted for each survey. More details are provided in Appendix B.

### **4.1 Survey of Visitors to Museums**

Ideally, this study would have covered every museum in Canada; however, the survey population was restricted to CHIN member museums that were open in both July and September 2004. Information from a total of 991 museums was extracted from the CHIN member database. Statistics Canada aimed to select a total of 80 museums and conduct a total of 5000 interviews. Museums were divided by region (Atlantic, Quebec, Ontario and the West) and size (small, medium and large, based on the number of employees), creating 12 strata. The total sample was then allocated to each stratum. Sixty museums agreed to participate in the survey.

Each participating museum conducted exit interviews, using systematic sampling, during two two-week periods: from July 17 to July 30 and from September 11 to September 24. Two days were randomly selected from each survey week and a two-hour period was randomly chosen for each of those days (for a total of 16 hours of interviewing per museum). The questionnaire used for the interviews is provided in Appendix C.

The goal was to receive 40 completed interviews from small museums and 80 from medium and large museums. This target was not always achieved, mainly because the actual number of visitors was lower than expected during some survey periods and because some museums missed one or more days of collection. In the end, 2258 interviews were completed. The completed questionnaires were returned to CHIN, which was in charge of the data capture. The Statistical Consultation Group (SCG) was in charge of processing the data and preparing a summary report.

A survey weight was associated with each completed interview to account for the multiple stages in the sampling process, thus allowing the sample results to be extended to the whole population. This survey weight accounted for the selection of museums in each stratum, the selection of days from each week, the selection of hours from each day and the selection of visitors in each time period. The survey weights also took into account the non-response at each stage of the survey. The detailed survey results are provided in Appendix A for each question. Two quantities are provided: the total number of visitors in the category and the proportion of visitors with that characteristic. For example, looking at Question 1, an estimated total of 613,234 visitors to museums during the survey period were internet users. They make up 81% of all the visitors in the period. Because of the sampling design used, estimated proportions are considered more stable than estimated volumes.

Estimates of sampling variability, obtained using the bootstrap method, are provided with the data in Appendix A. In each table, the margin of error of a 95% confidence interval is provided for the largest estimate from each row. For example, looking at Question 11, 53% of visitors to small museums said they visit museums a few times a year. The margin of error (provided on the left, with the row title) for this estimate is +/- 7%. For more information on sampling variability, see section 1.6 of Appendix B.

## 4.2 Survey of Visitors to Museums' Web Space

For this survey, one fixed link was placed on the Virtual Museum of Canada website and one or more links were placed on the web space of various Canadian museums. A total of 35 museums participated in the survey. Visitors to those sites had the option to participate in the survey by clicking on the link. The survey was online from mid-July to mid-September. A total of 567 respondents participated in the survey (57 from the one link on the VMC site and 510 from various museums' pages).

Although it is known that voluntary, self-selected surveys do not necessarily yield results that are representative of the overall population (in this case, the whole population of visitors to the VMC and to museums' sites), it was the only possible option in this case. The survey results are only representative of the opinions and behaviors of the sampled individuals but should still provide valuable insights as to what people expect when they visit those sites. The questionnaire used to conduct the survey is provided in Appendix C. The sample results are presented in the next section, with no attempt to generalize those results to a broader population.

## 5. SURVEY RESULTS

The following sections present an overview of the results of the two surveys. Detailed tables breaking down the results by age, region and other elements can be found in Appendix A.

### 5.1 Survey of Visitors to Museums

#### *Profile in terms of Internet Use*

Eighty-one percent of visitors to museums use the internet, either at home, work, school or some other location. This is considerably higher than the proportion shown by various studies for the general population. (Yahoo! Canada, 2004, Statistics Canada, 2003, Ipsos-Reid, 2002, Leger Marketing, 2003, Nielsen//Net Ratings, ca 2004)

This proportion is higher for visitors to larger museums (87%) than for smaller ones (76%). The proportion is also higher for frequent visitors to museums (89% of those who visit museums once a month or more) than for occasional visitors (about 75% for those who visit museums about once a year or less than once a year). The proportion of internet users decrease as the age group increases, going from 91% for people age 15 to 24 to 53% for those in the 65 and over age group.

When asked if they used the internet to plan their visit to the museum, 78% of the visitors that are internet users answered "no". The proportion of internet users who did use it to prepare their visit is higher for visitors to Ontario museums (27%) and lower for visitors to museums in Quebec (18%). It is also higher for first-time visitors (24%) than for frequent visitors to the museum where the survey took place (18% for those who visit about once a year or more than once a year). The inverse is seen for visitors to museums in general: the proportion is higher for frequent visitors (combining the numbers for those visiting museums a few times a year and the one for those visiting once a month or more, for a combined proportion of 27%) than for occasional visitors (15% for those who visit museums less than once a year or about once a year). As could



be expected, the proportion is lower for persons age 65 or over but surprisingly, it is higher for those age 55 to 64.

***Where do people look for information about museums and what are they looking for?***

According to Tables 1 and 2 below, museums that have their own web space where they provide general information (such as opening hours, directions, etc.), as well as museums that have information on tourism, Chamber of Commerce or municipal websites, do most to help potential visitors in planning their visit using the internet. When citing other web spaces as sources of information, about one quarter referred to internet search engines.

When they plan to visit large museums, people tend to look for information directly on the website of the museum: 57% of visitors to large museums who used the internet to plan their visit cited that source. This proportion is also higher when visiting museums in Ontario (62%) and lower for museums in the Atlantic provinces (30%), where people prefer to look for information on tourism and other sites (61%). People who frequently visit the museum (about once a year or more) also seem to be more prone to looking directly on the museum site (70%). As far as age is concerned, younger people prefer going to the website of the museum (66% for visitors age 15 to 34) while people age 55 and over prefer referring to tourism and similar sites (58%).

Frequent visitors to the museum are more likely than visitors in general to look for a schedule of special events (51%). Frequent visitors also look for a wider range of information. Visitors to museums in the province of Quebec are looking more than others for a schedule of special events (41%) and less for general information (64%). Women cite more items on average than do men (respondents could choose as many items as they wanted).

*Table 1: Most popular sources when looking for information on museums over the Internet*

<i>Web site</i>	<i>% Used</i>
The Web site of this museum	48%
Tourism, Chamber of Commerce or municipal sites	45%
Other Web sites	11%
Don't know / Don't remember	8%
The Virtual Museum of Canada	5%

*Table 2: Things that people look for on the Internet when planning a visit to a museum*

<i>Item</i>	<i>% mentioned</i>
General information about the museum	82%
Schedule of special events	27%
Collections information	14%
Other	13%
e-boutique / online shopping	9%
Images of objects in the collections	8%
Web-based activities	7%
Virtual exhibitions	6%
Learning resources	5%
Discount offers	4%

***Impact of the information found on the Internet***

The study sought to understand the role of the virtual space in motivating a visit to the physical space: did people visit the museum as a result of finding interesting information about the museum on a virtual space, or had they already decided to visit and then used the internet to find information? Results indicate that 7 out of 10 people are in the latter category. A higher proportion of people from smaller museums and from the Atlantic and Western provinces decided to visit because of the information they found on the internet, compared to the proportion who had already decided on a visit when they looked on the internet. For the former, a higher proportion of people hadn't planned to visit until they found interesting information on the internet. The same is true for people living outside of Canada (46%). Future studies could ask more detailed questions about the information that inspired them to visit (was there a particular event or activity? a specific piece in the collection? the architecture?).

None of the visitors who looked for information because they wanted to visit the museum said that the information they found had a negative impact on their level of interest for a visit. Of course, if there were some people who really didn't like what they saw on the internet and decided that they did not want to visit, they had no chance of being interviewed for this survey, since only museum visitors were surveyed. 57% said the information they found increased their interest for a visit, while the remaining 43% said it had no impact. Given this, and the fact that no one responded that it decreased their interest, it suggests that a visit to the museum's web site would not replace a visit in person, and is likely to encourage a visit. Determining the type of content (images, information about the collections, the institution, or the architecture, the design of the site, the organization of the site content) that increased the interest could be part of a future study. Further study could also distinguish between interest in the form and content of a site.

***Reasons for not using the Internet to plan a visit***

*Table 3: Main reason why people who have access to the Internet did not use it in preparing their visit*

<i>Reason</i>	<i>% mentioned</i>
Didn't plan the visit	31%
Know the museum very well	28%
Had all the desired information from brochures, newspapers, etc.	21%
Other	9%
Did not have access to the Internet when doing the planning	4%
Didn't know where to look	4%
Too complicated or time-consuming	2%

As mentioned earlier, the survey showed that even though 81% of visitors to museums had access to the internet, only one out of every five of those people used that tool to plan their visit to the museum. What are the barriers that keep internet users from using it for that purpose? Could anything be done to ease their task? (Further study can look at the aspects or content of museum web sites that engaged the online visitor sufficiently to increase their interest in visiting the museum. The relationship between frequency of internet use and web sites as the primary resource in planning visits deserves more study.) For about 9 out of 10 internet users, there is not much that could have been done to make them consider the use of the internet: they didn't plan

their visit, they considered that they didn't need more information because they knew the museum very well, they received all the information they needed from brochures, newspapers or other sources, or they did not have access to the internet at the place where they planned their visit. About a quarter of those who reported other reasons specified that they came with family or friends whom they were visiting or because someone (a family member, a friend, etc.) recommended the visit. Those two reasons could be combined with the "didn't plan the visit" category. A case could be made that even for those who know the museum well or have information from other sources, richer content on a museum site could make the use of the internet worthwhile for planning purposes.

About one third of those who reported other reasons said that they just didn't think of looking on the internet or that they didn't think the museum had a website. For those people, along with those who said they didn't know where to look or thought that it was too complicated or time-consuming, a greater awareness of the type of museum information that is accessible online could bring an increased use of that tool. They make up about 10% of the people who were internet users but didn't use the internet to plan their visit.

A higher proportion of visitors to larger museums said that they didn't use the internet because they knew the museum very well (40%). When comparing regions, more visitors to museums in Quebec cited that they didn't plan the visit (40%) and fewer that they knew the museum well (14%). On the other hand, the lowest proportion of internet users who didn't plan their visit is found in Ontario (20%), along with the highest proportion of visitors who knew the museum very well (43%). First-time visitors to the museum were more likely than others to say they didn't plan the visit (40%) while more than 60% of those who visit the museum about once a year (62%) or more than once a year (68%) said they knew the museum very well, which shouldn't come as a surprise.

***Follow-up to the visit***

About four in ten internet users said they planned to visit the museum's virtual space in the coming days. The results to this question should be treated with caution. The question was asked as a filter to question number 9. Asking the question may elicit a "yes" from people who would not have thought of it unless they were asked. Thus, the true proportion of "yes" may be lower than indicated.

The highest proportion of those who said they planned to visit the museum's virtual space was for people who visit museums once a month or more (48%) while the lowest proportion was for people age 15 to 24 (27%).

Those who said they planned to visit the museum's virtual space were then asked what they would be looking for. The goal was to see if the results would be any different from what people said they looked for when planning the visit (question 4, shown in Table 2) once they had seen the museum. The results are presented in Table 4 below.

*Table 4: What will people who plan to visit the museum's Web space after their visit be looking for?*

<i>Item</i>	<i>% mentioned</i>
More information on the collections	50%
Schedule of special events	40%

Images of objects in the collections	32%
Virtual exhibitions	26%
Learning resources (school programs)	12%
e-boutique / online shopping	11%
Other	11%
Information about the museum's facilities	9%
Web-based activities	9%
Online question sessions with museum staff	6%
Discussion forum with other visitors	5%

People visiting the virtual space of a museum as a follow-up to a visit in person are looking for a richer content than those planning a visit. In particular, images of objects and virtual exhibitions got the biggest increase in popularity. Also, half of those who answered that question said they would look for more information on the collections.

At the same time, 57% of respondents who used the internet to plan their visit stated that the online information increased their interest in visiting. Given this information, having rich collections-related content on the museum's virtual space would not have a negative impact on actual visits to museum, and could increase the interest in visiting in person.

People following-up on a visit to a museum in Western Canada seem more inclined to look for a schedule of special events (55%) and for more information on the collections (61%) than visitors to museums in other parts of the country. People who visit the museum about once a year, or more than once a year, look more for schedule of special events (about 70%). However, those who visit more than once a year are not as interested in obtaining more information on the collections (40%), probably because they already know the collections very well. It is also interesting to note that people who visit museums in general once a month or more seem to be more interested in following up on their physical visit with a visit to the virtual space, showing a higher proportion than average for all items.

***Frequency of visits to museums***

*Table 5: How often do you visit this museum?*

<i>Frequency</i>	<i>%</i>
First visit	63%
Less than once a year	13%
About once a year	11%
More than once a year	13%

The proportion of first-time visitors is lower among people visiting museums located in Ontario (51%) and higher in Quebec (75%) and the Atlantic provinces (77%). Also, the proportion of first-time visitors is lower for large museums (49%) than for medium and small museums (about 70% in each case).

Not surprisingly, those who visit museums once a month or more are more likely to visit this particular museum more than once a year (39%) and least likely to be first-time visitors (50%). Another unsurprising result is that the proportion of first-time visitors is higher among visitors not currently living in Canada (92%).

*Table 6: How often do you visit museums in general?*

<i>Frequency</i>	<i>%</i>
Less than once a year	16%
About once a year	25%
A few times a year	50%
Once a month or more	9%

About 60% of visitors said they visit museums at least a few times a year. The proportion of visitors who visit museums at least a few times a year is higher in Quebec (67%) and lower in the Atlantic provinces (52%). This same proportion is lower for people currently living in Canada (54%) than for the others (74%). It is important to note that the question was not asking only about Canadian museums but rather about museums in general.

***Demographic characteristics***

The visitors were divided fairly equally among men (47%) and women (53%). Almost 80% of visitors were currently living in Canada at the time of the survey. The age distribution is presented in Table 7. Note that the interviewer asked to speak to the person who did the most in planning the visit, so this age distribution is probably not representative of the age distribution of all visitors.

*Table 7: Distribution of visitors to museums by age*

<i>Age group</i>	<i>Proportion</i>
15-24	8%
25-34	15%
35-54	42%
55-64	20%
65 and over	16%

**5.2 Survey of Visitors to Museums' Web Space**

***Frequency of visits***

The first four questions in the survey looked at frequency of visits: visits to the Virtual Museum of Canada (VMC), to the web spaces of Canadian museums, to the ones of museums from other countries, and finally, frequency of visits in person to museums in Canada.

*Table 8: Frequency of visits to the VMC site in the past twelve months, for respondents who took the survey from a museum site and for those who took the survey from the VMC.*

<i>Frequency</i>	<i>Museum</i>	<i>VMC</i>	<i>Total</i>
------------------	---------------	------------	--------------

	<i>respondent</i>	<i>respondent</i>	
Never	56%	---	50%
Once	16%	58%	20%
2 to 4 times	16%	12%	16%
5 to 8 times	4%	11%	5%
More than 8 times	8%	19%	9%

Fifty-six percent of the visitors to museums' virtual spaces who took the survey had not visited the Virtual Museum of Canada in the past twelve months. For fifty-eight percent of those who followed the link to the survey from the VMC site, it was their first visit in the last twelve months. The proportion of respondents who never visited the VMC decreases as the frequency of visits to virtual spaces of Canadian museums increase, going from 79% for those who visited the web space of a Canadian museum once in the last twelve months to 24% for those who visited more than eight times. The same can be seen for physical visits to museums: the more one has visited the VMC in the past twelve months, the more likely one is to visit museums. The proportion of those who never visited the VMC decreases from 69% for those who never physically visit Canadian museums to 25% for those who visit once a month or more. At the same time, the proportion of those who visited the VMC more than 8 times increases from 1% to 16% for the same groups of visitors. This indicates a strong tie between the three types of visits.

*Table 9: Frequency of visits to web spaces of Canadian museums in the past twelve months, for respondents who took the survey from a museum site and for those who took the survey from the VMC*

<i>Frequency</i>	<i>Museum respondents</i>	<i>VMC respondents</i>	<i>Total</i>
Never	---	56%	6%
Once	40%	7%	36%
2 to 4 times	25%	16%	24%
5 to 8 times	11%	7%	11%
More than 8 times	25%	14%	24%

While 56% of VMC visitors had not visited the web space of a Canadian museum in the past twelve months, it was a first visit for 40% of respondents from museum web spaces. The same link between physical visits and virtual visits mentioned above is found again here. Eighty-three percent of those who physically visit Canadian museums once a month or more and forty-eight percent of those who do so a few times a year said they visited the web space of a Canadian museum at least 5 times in the past twelve months. This proportion is down to 11% for all the other groups combined. This indicates that physical visits and virtual visits feed each other, instead of acting as a substitute.

Of course, people living in Canada are more prone to visit Canadian museums' web spaces: 64% did so at least twice in the last twelve months, compared to 41% for people living in the USA and 20% for residents of other countries.

*Table 10: Frequency of visits to web spaces of museums from other countries in the last twelve months*

<i>Frequency</i>	<i>%</i>
Never	46%

Once	12%
2 to 4 times	19%
5 to 8 times	8%
More than 8 times	14%

More than half of the respondents said they visited the web space of a museum from another country at least once in the last twelve months. This proportion is the same for respondents living in Canada, although those are less likely to have visited more often. As a matter of fact, 21% of visitors currently living in Canada said they visited those sites five times or more in the last twelve months, compared to 32% for respondents from other countries.

Patterns of visits to museum virtual spaces of other countries and of Canada are similar. Seventy-three percent of those who didn't visit or visited only once the web space of a Canadian museum in the last twelve months had never visited one from another country during the same period, while only 5% had visited more than eight times. On the other hand, only 16% of frequent visitors to Canadian museums' web spaces (more than eight times) had never visited the web space of a museum from another country, while 40% had visited those more than eight times.

When comparing age groups, the proportion of those who had never visited was lower for people age 55 to 64 (39%) and higher for those under 25 (61%) and over 64 (57%).

*Table 11: Frequency of in-person visits to Canadian museums*

<i>Frequency</i>	<i>%</i>
Never	13%
Less than once a year	21%
About once a year	14%
A few times a year	41%
Once a month or more	11%

About half of the respondents said they visit Canadian museums a few times a year or once a month or more. This proportion is slightly higher for those who took the survey from a museum web space (54%) than those who did so from the VMC (38%), although the latter make up only a small group.

The link between virtual visits and physical visits was already shown earlier in the section but it is again evident here: 76% of those who visited the web space of a Canadian museum five to eight times in the last twelve months and 89% of those who did so more than eight times said they visit museums a few times a year or once a month or more.

Surprisingly, 15% of visitors from other countries said they physically visit Canadian museums at least a few times a year. Only about half said they never do. But of course, they are only a small number and the population for the survey was exclusively people who were looking at the web space of a Canadian museum or at the VMC site and decided to take the survey. This should be kept in mind to put those results in perspective.

***How did visitors found out about the site***

*Table 12: How did respondents find out about the site from which they took the survey (either the museum site or the VMC)?*

<i>Source</i>	<i>Museum respondent</i>	<i>VMC respondent</i>	<i>Total</i>
Link from (another) museum's Web space	24%	16%	23%
Link from the Virtual Museum of Canada Web site	4%	Not applicable	4%
Link from another site	9%	11%	9%
Internet search engine	33%	35%	33%
Someone told me about the site	7%	18%	8%
I learned about it through the media	10%	12%	10%
Other	13%	9%	13%

For frequent visitors to museums' web spaces, a link from another museum was more popular (27%) than search engines (25%), reflecting the fact that those people are already familiar with museum sites. The same is found for people who physically visit museums once a month or more (31% cited link from another museum while 27% chose internet search engine). Search engines were most popular for people who never physically visit Canadian museums (42%) or visit less than once a year (39%). Internet search engines are least popular as a referral among people age 55 and over. About half of the respondents from countries other than Canada and the USA mentioned search engine as their source. Thus, it is important to optimize museum online content for search engines, as well as to create reciprocal links with other museums.

***Purpose of the visit***

As shown in Table 13, about 4 out of 10 visitors were visiting the web space to look for information to plan a visit to a museum. Another 16% were following up on a recent visit. When those 16% were asked if they had visited the site before visiting the museum, 58% answered "yes". Those numbers cannot be compared to those obtained by the Survey of Visitors to Museums, where 22% of internet users said they used the internet to plan their visit and 40% said they planned to visit the web space of the museum soon after their visit. The two surveys were not looking at the same population.

*Table 13: Purpose of the visit to the site*

<i>Reason</i>	<i>%</i>
Planning a visit to a museum	38%
Following-up on a recent visit to a museum	16%
Neither.	47%

Respondents who frequently visit Canadian museums (a few times a year or once a month or more) are more likely to be following up on a recent visit (19%) than the others (12%), which shouldn't come as a surprise. Also, those who physically visit once a month or more are least likely to be planning a visit (22%). Those who answered the survey in French were more likely to be planning a visit (44%) than those who chose the English version of the questionnaire (34%).

***Expectations towards a museum's web space***



Table 14: Things that people look for on a museum's web space

<i>Item</i>	<i>%</i>
General information about the museum	58%
Schedule of special events	56%
Information on the collections	49%
Virtual exhibitions	36%
Information for professional research	24%
Other	16%
Learning resources	15%
Discount offers	15%
Information on the museum's facilities	13%
e-boutique / online shopping	13%
Information for a college/university project or course	11%
Web-based activities	11%
Information for any other type of school project	10%
Online question sessions with museum staff	6%
Discussion forum with other visitors	5%

The answers to this question don't vary much according to the various subgroups studied. Still, it is worth noting that frequent visitors to museums' web spaces seem to be looking for more items on average, and for richer content.

When comparing the answers to this question with responses obtained in questions 4 and 9 of the Survey of Visitors to Museums, people who are already online visiting a museum website are looking for much more than are physical visitors who say they plan to visit a museum's web space (they choose more items on average).

Table 15: Type of information on the collections that people expect to find on a museum's web space

<i>Item</i>	<i>%</i>
General information	58%
Description of objects in the collections	77%
Images of/from the collections	69%
Other	10%

Frequent visitors, whether to web spaces of Canadian museums (more than eight times) or in person (once a month or more) cite every item much more often than visitors with other profiles. They seem to be expecting more in terms of information on the collections.

**Goals of a museum's web space**

Table 16: Proportion of respondents who ranked each item as the most important goal, the second most and the third most important

<i>Goals</i>	<i>Most important</i>	<i>2<sup>nd</sup> most important</i>	<i>3<sup>rd</sup> most important</i>	<i>Total top3</i>

				<i>votes</i>
Provide information about the museum's hours, events, services and facilities	28%	14%	16%	58%
Increase access to the museum's information and related resources	16%	21%	20%	57%
Provide information that enhances your understanding or experience of the collections beyond what is found in the physical museum	8%	20%	18%	46%
Provide support for the museum's educational mission	11%	13%	11%	36%
Promotion/marketing	15%	8%	8%	32%
Provide support for the museum's research mission	7%	6%	10%	22%

It is important to point out that about 15% of all survey respondents didn't provide an answer to this question, which explains why the total of each column is not 100%. This probably reflects the fact that a question in this format is harder to answer for respondents. The results are sorted according to the last column, which gives the proportion of respondents who ranked each item as one of the three main goals, giving equal importance to first place, second place and third place votes. Even if greater importance were given to first place selections, the ranking of the items would not be different.

Although they identified the same three main goals, respondents who answered the questions in English had different views of the other items of importance from those who answered in French. Anglophones cited promotion and marketing much more often (40%) than francophones (16%), who in turn mentioned the research mission and the educational mission more often.

### ***Demographic characteristics of respondents***

More women participated in the survey (57%, compared to 43% of men). The age distribution and the current place of residence are provided in the two tables that follow.

*Table 17: Distribution of respondents by age group*

<i>Age group</i>	<i>%</i>
14 or under	2%
15 to 24	10%
25 to 34	23%
35 to 54	47%
55 to 64	13%
65 and over	5%

*Table 18: Current place of residence*

<i>Place of residence</i>	<i>%</i>
Canada	83%
USA	8%
Europe	6%
Mexico/Central America/South America	1%
Africa	1%
Asia	1%
Oceania	1%

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## APPENDIX A: DETAILED SURVEY RESULTS

### 1. Survey of Visitors to Museums

**Question 1: Do you use the Internet, either at home, work, school or any other location?**

(Please see Appendix B, section 1.6, "Estimation" for an explanation of the figures and percentages.)

<b>Answers for:</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
<b>All visitors (+/- 4%)</b>	613,234 81%	144,307 19%	757,541
<b>Large museums (+/- 2%)</b>	219,599 87%	32,917 13%	252,516
<b>Medium museums (+/- 5%)</b>	143,142 82%	32,080 18%	175,222
<b>Small museums (+/- 9%)</b>	250,493 76%	79,311 24%	329,804
<b>Atlantic (+/- 5%)</b>	138,938 83%	28,031 17%	166,969
<b>Quebec (+/- 7%)</b>	68,758 79%	17,787 21%	86,545
<b>Ontario (+/- 5%)</b>	186,505 81%	43,781 19%	230,286
<b>West (+/- 9%)</b>	219,033 80%	54,708 20%	273,741
<b>Visits to this museum: First visit (+/- 4%)</b>	395,846 84%	77,905 16%	473,751
<b>Less than once a year (+/- 7%)</b>	75,583 74%	26,295 26%	101,878
<b>About once a year (+/- 13%)</b>	65,846 78%	19,082 22%	84,928
<b>More than once a year (+/- 8%)</b>	74,354 78%	20,837 22%	95,191
<b>Visits to any museum: less than once a year (+/- 8%)</b>	94,531 76%	29,842 24%	124,372
<b>About once a year (+/- 9%)</b>	141,452 75%	46,547 25%	187,999
<b>A few times a year (+/- 3%)</b>	314,942 84%	59,632 16%	374,573
<b>Once a month or more (+/- 5%)</b>	61,314 89%	7,417 11%	68,731

<b>Sex: Male (+/- 4%)</b>	297,743 83%	61,786 17%	359,529
<b>Female (+/- 5%)</b>	315,273 79%	82,265 21%	397,538
<b>Age: 15 to 24 (+/- 7%)</b>	52,306 91%	5333 9%	57,639
<b>25 to 34 (+/- 7%)</b>	99,930 88%	13,155 12%	113,085
<b>35 to 54 (+/- 3%)</b>	275,636 87%	39,655 13%	315,292
<b>55 to 64 (+/- 8%)</b>	120,903 80%	31,072 20%	151,975
<b>65 and over (+/- 7%)</b>	63,087 53%	55,092 47%	118,179
<b>Currently live in Canada (+/- 4%)</b>	465,997 80%	116,551 20%	582,548
<b>Currently live outside Canada (+/- 5%)</b>	147,237 84%	27,756 16%	174,993

**Question 2: Did you use the Internet in preparing your visit to this museum?**

This question was only asked to those who answered “yes” to question 1 (1833 respondents).

<b>Answers for:</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
<b>All visitors (+/- 4%)</b>	136,990 22%	476,244 78%	613,234
<b>Large museums (+/- 9%)</b>	52,264 24%	167,335 76%	219,599
<b>Medium museums (+/- 6%)</b>	32,752 23%	110,390 77%	143,142
<b>Small museums (+/- 7%)</b>	51,974 21%	198,519 79%	250,493
<b>Atlantic (+/- 9%)</b>	32,404 23%	106,534 77%	138,938
<b>Quebec (+/- 10%)</b>	12,090 18%	56,669 82%	68,758
<b>Ontario (+/- 11%)</b>	51,204 27%	135,301 73%	186,505
<b>West (+/- 6%)</b>	41,292 19%	177,740 81%	219,033

<b>Visits to this museum: First visit (+/- 4%)</b>	95,128 24%	300,718 76%	395,846
<b>Less than once a year (+/- 10%)</b>	16,813 22%	58,770 78%	75,583
<b>About once a year (+/- 11%)</b>	10,573 16%	55,273 84%	65,846
<b>More than once a year (+/- 9%)</b>	14,475 19%	59,878 81%	74,354
<b>Visits to any museum: less than once a year (+/- 8%)</b>	14,315 15%	80,216 85%	94,531
<b>About once a year (+/- 5%)</b>	20,776 15%	120,676 85%	141,452
<b>A few times a year (+/- 7%)</b>	87,437 28%	227,505 72%	314,942
<b>Once a month or more (+/- 10%)</b>	13,783 22%	47,531 78%	61,314
<b>Sex: Male (+/- 5%)</b>	68,307 23%	229,435 77%	297,743
<b>Female (+/- 5%)</b>	68,682 22%	246,590 78%	315,273
<b>Age: 15 to 24 (+/- 10%)</b>	9570 18%	42,736 82%	52,306
<b>25 to 34 (+/- 9%)</b>	25,317 25%	74,613 75%	99,930
<b>35 to 54 (+/- 6%)</b>	58,691 21%	216,946 79%	275,636
<b>55 to 64 (+/- 13%)</b>	35,312 29%	85,591 71%	120,903
<b>65 and over (+/- 7%)</b>	7663 12%	55,424 88%	63,087
<b>Currently live in Canada (+/- 4%)</b>	97,974 21%	368,023 79%	465,997
<b>Currently live outside Canada (+/- 12%)</b>	39,016 27%	108,221 74%	147,237



**Question 3: What are the Web sites on which you looked for information about this museum?**

This question was only asked to those who answered "yes" to question 2 (392 respondents). Due to the smaller sample, some categories were grouped for presentation.

<b>Answers for:</b>	<b>Virtual Museum of Canada</b>	<b>Web site of this museum</b>	<b>Tourism site, etc.</b>	<b>Other Web sites</b>	<b>Don't remember</b>
<b>All visitors (+/- 11%)</b>	5%	48%	45%	8%	11%
<b>Large museums (+/- 11%)</b>	2%	57%	39%	4%	10%
<b>Medium museums (+/- 15%)</b>	4%	36%	47%	14%	14%
<b>Small museums (+/- 13%)</b>	8%	46%	51%	8%	11%
<b>Atlantic (+/- 15%)</b>	1%	30%	61%	9%	8%
<b>Quebec (+/- 22%)</b>	6%	45%	47%	9%	15%
<b>Ontario (+/- 8%)</b>	4%	62%	37%	4%	9%
<b>West (+/-23%)</b>	8%	45%	44%	11%	15%
<b>Visits to this museum: first visit or less than once a year (+/- 8%)</b>	5%	43%	49%	9%	11%
<b>About once a year or more (+/- 22%)</b>	1%	70%	29%	2%	14%
<b>Visits to any museum: about once a year or less (+/- 17%)</b>	4%	48%	43%	2%	16%
<b>A few times a year or more (+/- 13%)</b>	5%	48%	46%	10%	10%
<b>Sex: Male (+/- 11%)</b>	7%	46%	44%	11%	9%
<b>Female (+/- 13%)</b>	2%	50%	47%	5%	13%
<b>Age: 15 to 34 (+/- 9%)</b>	3%	66%	27%	6%	10%
<b>35 to 54 (+/- 14%)</b>	4%	46%	48%	4%	10%
<b>55 and over (+/- 11%)</b>	6%	34%	58%	14%	14%
<b>Currently live in Canada (+/- 10%)</b>	6%	55%	40%	4%	13%
<b>Currently live outside Canada (+/- 13%)</b>	1%	30%	60%	17%	7%

**Question 4: What were you looking for?**

This question was only asked to those who answered “yes” to question 2 (392 respondents). Due to the smaller sample, some categories were grouped for presentation.

<b>Answers for:</b>	<b>General information</b>	<b>Schedule of events</b>	<b>Collections information</b>	<b>Images of objects</b>	<b>Learning resources</b>	<b>Virtual exhibitions</b>	<b>Web-based activities</b>	<b>e-boutique</b>	<b>Discount offers</b>	<b>Other</b>
<b>All visitors (+/- 8%)</b>	82%	27%	14%	8%	5%	6%	7%	9%	4%	13%
<b>Large museums (+/- 12%)</b>	81%	30%	15%	6%	2%	6%	9%	10%	6%	10%
<b>Medium museums (+/- 9%)</b>	80%	18%	13%	10%	11%	4%	3%	0%	4%	15%
<b>Small museums (+/- 16%)</b>	83%	31%	14%	11%	4%	6%	8%	14%	3%	15%
<b>Atlantic (+/- 13%)</b>	89%	21%	16%	16%	5%	5%	15%	9%	9%	17%
<b>Quebec (+/- 16%)</b>	64%	41%	21%	12%	9%	23%	1%	2%	1%	21%
<b>Ontario (+/- 9%)</b>	83%	33%	7%	3%	1%	3%	1%	4%	3%	6%
<b>West (+/- 20%)</b>	81%	21%	21%	9%	8%	5%	10%	18%	3%	17%
<b>Visits to this museum: first visit or less than once a year (+/- 8%)</b>	83%	22%	14%	7%	3%	5%	6%	9%	4%	14%
<b>About once a year or more (+/- 13%)</b>	75%	51%	17%	17%	13%	12%	14%	10%	5%	7%
<b>Visits to any museum: about once a year or less (+/- 10%)</b>	83%	21%	13%	10%	2%	7%	6%	7%	7%	10%
<b>A few times a year or more (+/- 9%)</b>	82%	29%	15%	8%	6%	6%	8%	10%	3%	14%
<b>Sex: Male (+/- 12%)</b>	77%	24%	12%	7%	4%	3%	8%	9%	2%	17%
<b>Female (+/- 7%)</b>	87%	31%	17%	10%	5%	9%	6%	10%	6%	9%
<b>Age: 15 to 34 (+/- 15%)</b>	80%	28%	11%	3%	2%	4%	7%	7%	6%	16%
<b>35 to 54 (+/- 9%)</b>	80%	31%	11%	11%	6%	8%	4%	9%	6%	12%
<b>55 and over (+/- 14%)</b>	85%	23%	22%	10%	5%	5%	12%	11%	1%	13%
<b>Currently live in Canada (+/- 9%)</b>	79%	31%	16%	10%	6%	7%	9%	8%	6%	11%
<b>Currently live outside Canada (+/- 14%)</b>	89%	19%	10%	4%	0%	4%	3%	11%	0%	18%

**Question 5: Which statement best describes your situation?**

This question was only asked to those who answered “yes” to question 2 (392 respondents).

<b>Answers for:</b>	<b>Found information so wanted to visit</b>	<b>Wanted to visit so looked for information</b>	<b>Total</b>
<b>All visitors (+/- 8%)</b>	40,439 30%	92,555 70%	132,994
<b>Large museums (+/- 6%)</b>	10,854 21%	40,574 79%	51,429
<b>Medium museums (+/- 14%)</b>	11,515 36%	20,770 64%	32,284
<b>Small museums (+/- 17%)</b>	18,070 37%	31,211 63%	49,281
<b>Atlantic (+/- 16%)</b>	13,775 43%	18,629 57%	32,404
<b>Quebec (+/- 19%)</b>	2786 23%	9304 77%	12,090
<b>Ontario (+/- 9%)</b>	7870 16%	39,916 84%	47,787
<b>West (+/- 17%)</b>	16,008 39%	24,706 61%	40,714
<b>Visits to this museum:</b>	30,198	62,526	92,724
<b>First visit (+/- 9%)</b>	33%	67%	
<b>Less than once a year (+/- 26%)</b>	3879 23%	12,934 77%	16,813
<b>About once a year (+/- 21%)</b>	2399 23%	8174 77%	10,573

<b>More than once a year (+/- 24%)</b>	3962 31%	8921 69%	12,883
<b>Visits to any museum: less than once a year (+/- 19%)</b>	3179 22%	11,136 78%	14,315
<b>About once a year (+/- 13%)</b>	5467 27%	14,842 73%	20,309
<b>A few times a year (+/- 14%)</b>	27,694 33%	56,460 67%	84,154
<b>Once a month or more (+/- 26%)</b>	4099 30%	9439 70%	13,537

<b>Sex: Male (+/- 9%)</b>	16,551 25%	49,108 75%	65,658
<b>Female (+/- 11%)</b>	23,888 35%	43,448 65%	67,336
<b>Age: 15 to 24 (+/- 17%)</b>	1406 15%	8164 85%	9570
<b>25 to 34 (+/- 16%)</b>	8085 32%	17,231 68%	25,317
<b>35 to 54 (+/- 8%)</b>	14,896 27%	39,910 73%	54,806
<b>55 to 64 (+/- 20%)</b>	13,934 40%	21,266 60%	35,200
<b>65 and over (+/- 24%)</b>	2117 28%	5545 72%	7663
<b>Currently live in Canada (+/- 7%)</b>	23,350 24%	72,086 76%	95,436
<b>Currently live outside Canada (+/- 14%)</b>	17,089 46%	20,469 55%	37,558

***Question 6: Did the information you found on the Internet increase, decrease or have no impact on your level of interest for visiting the museum?***

This question was only asked to those who answered to question 5 that they looked for information over the internet because they wanted to visit the museum (297 respondents).

<b>Answers for:</b>	<b>Increased interest</b>	<b>Had no impact</b>	<b>Total</b>
<b>All visitors (+/- 11%)</b>	53,172 57%	40,169 43%	93,341
<b>Large museums (+/- 12%)</b>	23,193	16,332	39,525

	59%	41%	
<b>Medium museums (+/- 16%)</b>	9877	11,360	21,237
	47%	53%	
<b>Small museums (+/- 26%)</b>	20,102	12,478	32,580
	62%	38%	
<b>Atlantic (+/- 25%)</b>	10,400	8229	18,629
	56%	44%	
<b>Quebec (+/- 10%)</b>	4794	4510	9304
	52%	48%	
<b>Ontario (+/- 14%)</b>	23,216	18,344	41,559
	56%	44%	
<b>West (+/- 29%)</b>	14,763	9086	23,849
	62%	38%	
<b>Visits to this museum: First visit (+/- 13%)</b>	35,399	27,091	62,490
	57%	43%	
<b>Less than once a year (+/- 16%)</b>	6356	6054	12,409
	51%	49%	
<b>About once a year (+/- 22%)</b>	4828	3346	8174
	59%	41%	
<b>More than once a year (+/- 19%)</b>	6589	3679	10,268
	64%	36%	
<b>Visits to any museum: less than once a year (+/- 27%)</b>	3531	7080	10,611
	33%	67%	
<b>About once a year (+/- 14%)</b>	8827	5157	13,985
	63%	37%	
<b>A few times a year (+/- 12%)</b>	33,127	25,501	58,628
	57%	44%	
<b>Once a month or more (+/- 34%)</b>	7444	1994	9439
	79%	21%	

<b>Sex: Male (+/- 16%)</b>	26,322 54%	22,750 46%	49,072
<b>Female (+/- 15%)</b>	26,850 61%	17,420 39%	44,269
<b>Age: 15 to 24 (+/- 32%)</b>	2323 34%	4517 66%	6840
<b>25 to 34 (+/- 15%)</b>	8902 53%	7805 47%	16,706
<b>35 to 54 (+/- 12%)</b>	23,817 56%	18,729 44%	42,545
<b>55 to 64 (+/- 21%)</b>	14,613 69%	6653 31%	21,266
<b>65 and over (+/- 41%)</b>	3080 56%	2465 44%	5545
<b>Currently live in Canada (+/- 11%)</b>	40,005 56%	32,046 44%	72,050
<b>Currently live outside Canada (+/- 17%)</b>	13,167 62%	8124 38%	21,291

**Question 7: What is the main reason you didn't use the Internet in preparing your visit to this museum?**

This question was only asked to those who answered no to question 2 (1441 respondents).

<b>Answers for:</b>	<b>Didn't plan the visit</b>	<b>No Internet when planning</b>	<b>Know the museum well</b>	<b>Had info from brochures, etc.</b>	<b>Didn't know where to look</b>	<b>Too complicated / time consuming</b>	<b>Other</b>	<b>Total</b>
<b>All visitors (+/- 5%)</b>	144,557 31%	17,364 4%	133,092 28%	98,352 21%	19,373 4%	11,476 2%	44,130 9%	468,344
<b>Large museums (+/- 8%)</b>	41,338 25%	5493 3%	65,290 40%	31,644 19%	3684 2%	2687 2%	14,928 9%	165,063
<b>Medium museums (+/- 5%)</b>	39,982 37%	4579 4%	19,211 18%	24,179 23%	3697 3%	1895 2%	13,609 13%	107,153
<b>Small museums (+/- 10%)</b>	63,236 32%	7292 4%	48,590 25%	42,529 22%	11,992 6%	6895 4%	15,593 8%	196,128
<b>Atlantic (+/- 10%)</b>	33,993 33%	2478 2%	23,140 22%	26,762 26%	3414 3%	3446 3%	11,002 11%	104,234
<b>Quebec (+/- 15%)</b>	22,316 40%	1722 3%	7594 14%	13,417 24%	3239 6%	799 1%	6510 12%	55,599
<b>Ontario (+/- 10%)</b>	26,337 20%	4925 4%	56,931 43%	30,509 23%	2786 2%	1756 1%	9794 7%	133,038
<b>West (+/- 9%)</b>	61,911 35%	8239 5%	45,426 26%	27,663 16%	9935 6%	5474 3%	16,825 10%	175,473
<b>Visits to this museum: First visit (+/- 7%)</b>	116,898 40%	12,388 4%	31,292 11%	72,766 25%	15,923 5%	8627 3%	37,580 13%	295,474
<b>Less than once a year (+/- 11%)</b>	11,282 20%	3206 6%	26,339 46%	12,022 21%	2184 4%	213 0%	2127 4%	57,372
<b>About once a year (+/- 11%)</b>	12,182 22%	1341 2%	34,044 62%	5335 10%	573 1%	0 0%	1243 2%	54,718
<b>More than once a year (+/- 14%)</b>	4195 7%	429 1%	40,104 68%	7937 13%	693 1%	2637 4%	3181 5%	59,176
<b>Visits to any museum: less than once a year (+/- 10%)</b>	27,683	4476	21,889	16,494	4407	1080	3546	79,576



## CHIN's 2004 Survey of Visitors to Museums' Web and Physical Space

<b>than once a year (+/- 9%)</b>	35%	6%	28%	21%	6%	1%	4%	
<b>About once a year (+/- 7%)</b>	40,387	4572	32,768	26,312	3338	2750	7899	118,026
	34%	4%	28%	22%	3%	2%	7%	
<b>A few times a year (+/- 7%)</b>	66,528	4999	60,280	50,087	7522	6523	27,654	223,595
	30%	2%	27%	22%	3%	3%	12%	
<b>Once a month or more (+/- 14%)</b>	9779	3316	18,155	5459	4106	1122	4895	46,831
	21%	7%	39%	12%	9%	2%	10%	
<b>Sex: Male (+/- 4%)</b>	68,163	8191	64,402	41,343	12,370	6698	24,708	225,874
	30%	4%	29%	18%	5%	3%	11%	
<b>Female (+/- 8%)</b>	76,394	9174	68,472	57,009	7003	4779	19,423	242,252
	32%	4%	28%	24%	3%	2%	8%	
<b>Age: 15 to 24 (+/- 17%)</b>	9194	447	13,857	12,020	1413	2756	3048	42,736
	22%	1%	32%	28%	3%	6%	7%	
<b>25 to 34 (+/- 10%)</b>	31,787	2479	20,187	11,533	2996	1992	2727	73,701
	43%	3%	27%	16%	4%	3%	4%	
<b>35 to 54 (+/- 7%)</b>	54,279	8168	68,884	45,945	9907	3237	21,379	211,798
	26%	4%	33%	22%	5%	2%	10%	
<b>55 to 64 (+/- 11%)</b>	36,577	2659	15,373	18,737	663	685	10,319	85,012
	43%	3%	18%	22%	1%	1%	12%	
<b>65 and over (+/- 10%)</b>	12,167	3611	14,411	10,116	4394	2806	6657	54,163
	22%	7%	27%	19%	8%	5%	12%	
<b>Currently live in Canada (+/- 5%)</b>	113,007	13,391	126,900	66,798	12,511	5965	23,933	362,505
	31%	4%	35%	18%	3%	2%	7%	
<b>Currently live outside Canada (+/- 6%)</b>	31,550	3973	6192	31,554	6862	5511	20,197	105,839
	30%	4%	6%	30%	6%	5%	19%	

**Question 8: Do you plan to visit the museum's Web space in the coming days?**

This question was only asked to those who answered "yes" to question 1 (1833 respondents).

<b>Answers for:</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
<b>All visitors (+/- 4%)</b>	235,960 39%	372,765 61%	608,725
<b>Large museums (+/- 8%)</b>	77,375 35%	140,950 65%	218,325
<b>Medium museums (+/- 6%)</b>	58,674 42%	82,210 58%	140,884
<b>Small museums (+/- 8%)</b>	99,911 40%	149,605 60%	249,516
<b>Atlantic (+/- 8%)</b>	55,101 40%	82,571 60%	137,672
<b>Quebec (+/- 8%)</b>	28,637 42%	39,478 58%	68,115
<b>Ontario (+/- 10%)</b>	63,461 34%	122,124 66%	185,584
<b>West (+/- 7%)</b>	88,762 41%	128,592 59%	217,354
<b>Visits to this museum: First visit (+/- 5%)</b>	150,612 38%	242,968 62%	393,580
<b>Less than once a year (+/- 9%)</b>	27,187 36%	47,667 64%	74,854
<b>About once a year (+/- 13%)</b>	26,321 40%	39,408 60%	65,730
<b>More than once a year (+/- 13%)</b>	31,604 43%	41,353 57%	72,957
<b>Visits to any museum: less than once a year (+/- 11%)</b>	33,463 36%	60,526 64%	93,989
<b>About once a year (+/- 7%)</b>	45,602 32%	95,026 68%	140,628
<b>A few times a year (+/- 5%)</b>	127,397 41%	185,230 59%	312,628
<b>Once a month or more (+/- 11%)</b>	28,819 48%	31,666 52%	60,485
<b>Sex: Male (+/- 6%)</b>	113,628 38%	182,158 62%	295,786
<b>Female (+/- 6%)</b>	122,332 39%	190,389 61%	312,721

<b>Age: 15 to 24 (+/- 12%)</b>	14,243 27%	38,064 73%	52,306
<b>25 to 34 (+/- 8%)</b>	44,733 45%	55,147 55%	99,881
<b>35 to 54 (+/- 5%)</b>	99,717 37%	173,208 63%	272,925
<b>55 to 64 (+/- 10%)</b>	52,458 44%	67,309 56%	119,766
<b>65 and over (+/- 10%)</b>	24,255 39%	38,220 61%	62,475
<b>Currently live in Canada (+/- 5%)</b>	184,675 40%	277,556 60%	462,231
<b>Currently live outside Canada (+/- 6%)</b>	51,286 35%	95,208 65%	146,494

**Question 9: What will you be looking for?**

This question was only asked to those who answered “yes” to question 8 (715 respondents).

Answers for:	Schedule of events	More information on collections	Images of objects	Learning resources	Information about facilities	Virtual exhibitions	Web-based activities	Discussion forum with visitors	Online questions with staff	e-boutique	Other
<b>All visitors (+/- 6%)</b>	39%	50%	32%	12%	9%	26%	9%	5%	6%	11%	11%
<b>Large museums (+/- 10%)</b>	37%	45%	37%	10%	10%	18%	9%	2%	1%	9%	7%
<b>Medium museums (+/- 11%)</b>	36%	51%	39%	23%	10%	38%	14%	6%	9%	10%	7%
<b>Small museums (+/- 11%)</b>	43%	52%	24%	6%	9%	24%	6%	8%	8%	13%	15%
<b>Atlantic (+/- 8%)</b>	14%	40%	24%	12%	6%	29%	7%	4%	1%	5%	18%
<b>Quebec (+/- 13%)</b>	25%	50%	38%	10%	6%	34%	9%	2%	5%	4%	7%
<b>Ontario (+/- 15%)</b>	45%	42%	36%	6%	8%	21%	5%	1%	1%	8%	6%
<b>West (+/- 6%)</b>	55%	61%	32%	16%	13%	25%	13%	11%	13%	19%	10%
<b>Visits to this museum:</b>											
<b>First visit (+/- 8%)</b>	27%	53%	34%	9%	8%	24%	9%	6%	6%	11%	13%
<b>Less than once a year (+/- 17%)</b>	39%	44%	31%	12%	8%	31%	7%	0%	5%	8%	10%
<b>About once a year (+/- 21%)</b>	69%	45%	31%	18%	12%	33%	13%	9%	12%	15%	4%
<b>More than once a year (+/- 11%)</b>	70%	40%	25%	17%	15%	23%	9%	5%	4%	8%	7%
<b>Visits to any museum:</b>											
<b>less than once a year (+/- 12%)</b>	36%	51%	38%	4%	2%	22%	3%	1%	0%	11%	3%
<b>About once a year (+/- 13%)</b>	27%	48%	22%	6%	3%	18%	10%	0%	4%	7%	16%
<b>A few times a year (+/- 8%)</b>	41%	47%	33%	14%	10%	26%	9%	6%	5%	10%	12%
<b>Once a month or more (+/- 16%)</b>	55%	62%	34%	18%	22%	37%	15%	15%	21%	20%	6%
<b>Sex: Male (+/- 7%)</b>	34%	57%	33%	11%	9%	27%	8%	4%	8%	10%	11%
<b>Female (+/- 8%)</b>	44%	42%	31%	13%	9%	25%	10%	7%	4%	12%	10%

CHIN's 2004 Survey of Visitors to Museums' Web and Physical Space

<b>Age: 15 to 24 (+/- 16%)</b>	33%	40%	43%	18%	12%	32%	19%	2%	3%	16%	14%
<b>25 to 34 (+/- 14%)</b>	39%	43%	27%	11%	6%	18%	9%	2%	3%	13%	9%
<b>35 to 54 (+/- 10%)</b>	39%	57%	34%	13%	9%	28%	11%	5%	8%	9%	7%
<b>55 to 64 (+/- 12%)</b>	38%	47%	26%	11%	8%	19%	5%	6%	6%	8%	21%
<b>65 and over (+/- 22%)</b>	49%	45%	41%	9%	16%	43%	3%	17%	7%	18%	4%
<b>Currently live in Canada (+/- 7%)</b>	44%	49%	31%	12%	10%	24%	10%	5%	7%	10%	8%
<b>Currently live outside Canada (+/- 13%)</b>	21%	52%	34%	9%	6%	32%	5%	6%	3%	16%	21%

**Question 10: How often do you visit this museum?**

<b>Answers for:</b>	<b>First visit</b>	<b>Less than once a year</b>	<b>About once a year</b>	<b>More than once a year</b>	<b>Total</b>
<b>All visitors (+/- 6%)</b>	473,751 63%	101,878 13%	84,928 11%	95,191 13%	755,748
<b>Large museums (+/- 7%)</b>	124,569 49%	53,701 21%	30,454 12%	43,552 17%	252,276
<b>Medium museums (+/- 9%)</b>	124,325 71%	23,480 13%	11,982 7%	15,194 9%	174,981
<b>Small museums (+/- 10%)</b>	224,857 68%	24,698 8%	42,491 13%	36,445 11%	328,491
<b>Atlantic (+/- 12%)</b>	127,951 77%	20,397 12%	7161 4%	11,460 7%	166,969
<b>Quebec (+/- 11%)</b>	64,553 75%	8338 10%	9558 11%	4096 5%	86,545
<b>Ontario (+/- 7%)</b>	117,765 51%	41,532 18%	33,318 14%	37,672 16%	230,286
<b>West (+/- 15%)</b>	163,483 60%	31,611 12%	34,891 13%	41,963 15%	271,948
<b>Visits to any museum: less than once a year (+/- 10%)</b>	84,019 68%	28,587 23%	6231 5%	5535 4%	124,372
<b>About once a year (+/- 7%)</b>	121,143 65%	28,450 15%	27,072 15%	9592 5%	186,258
<b>A few times a year (+/- 8%)</b>	232,388 62%	41,190 11%	47,515 13%	53,429 14%	374,522
<b>Once a month or more (+/- 11%)</b>	34,472 50%	3652 5%	4109 6%	26,498 39%	68,731
<b>Sex: Male (+/- 6%)</b>	237,022 66%	48,187 13%	39,138 11%	33,814 9%	358,161
<b>Female (+/- 8%)</b>	236,474 60%	53,691 14%	45,572 11%	61,377 15%	397,113

<b>Age: 15 to 24 (+/- 20%)</b>	33,037 57%	8569 15%	5232 9%	10,801 19%	57,639
<b>25 to 34 (+/- 9%)</b>	64,381 57%	15,370 14%	19,543 17%	13,603 12%	112,897
<b>35 to 54 (+/- 7%)</b>	201,198 64%	40,178 13%	34,193 11%	39,434 13%	315,004
<b>55 to 64 (+/- 7%)</b>	108,049 71%	19,477 13%	10,772 7%	13,677 9%	151,975
<b>65 and over (+/- 10%)</b>	66,532 57%	18,284 16%	14,749 13%	17,297 15%	116,862
<b>Currently live in Canada (+/- 6%)</b>	312,746 54%	92,062 16%	81,994 14%	93,953 16%	580,755
<b>Currently live outside Canada (+/- 4%)</b>	161,005 92%	9817 6%	2934 2%	1238 1%	174,993

**Question 11: How often do you visit museums in general?**

<b>Answers for:</b>	<b>Less than once a year</b>	<b>About once a year</b>	<b>A few times a year</b>	<b>Once a month or more</b>	<b>Total</b>
<b>All visitors (+/- 5%)</b>	124,372 16%	187,999 25%	374,573 50%	68,731 9%	755,676
<b>Large museums (+/- 10%)</b>	40,462 16%	68,362 27%	109,834 44%	33,275 13%	251,933
<b>Medium museums (+/- 8%)</b>	26,266 15%	43,529 25%	90,272 52%	14,615 8%	174,683
<b>Small museums (+/- 7%)</b>	57,644 18%	76,108 23%	174,468 53%	20,840 6%	329,060
<b>Atlantic (+/- 17%)</b>	28,523 17%	50,206 30%	73,986 44%	14,128 8%	166,843
<b>Quebec (+/- 9%)</b>	9352 11%	18,902 22%	49,867 58%	8117 9%	86,237
<b>Ontario (+/- 8%)</b>	37,349 16%	55,603 24%	112,967 49%	23,137 10%	229,056
<b>West (+/- 8%)</b>	49,148 18%	63,289 23%	137,754 50%	23,349 9%	273,540
<b>Sex: Male (+/- 6%)</b>	57,733 16%	96,284 27%	174,617 49%	30,587 9%	359,221
<b>Female (+/- 6%)</b>	66,640 17%	91,715 23%	199,738 50%	38,143 10%	396,236

<b>Age: 15 to 24 (+/- 16%)</b>	13,590 24%	15,117 26%	25,673 45%	3079 5%	57,459
<b>25 to 34 (+/- 9%)</b>	20,353 18%	29,818 26%	54,217 48%	8517 8%	112,906
<b>35 to 54 (+/- 6%)</b>	46,685 15%	81,662 26%	155,788 49%	30,638 10%	314,773
<b>55 to 64 (+/- 6%)</b>	21,886 14%	33,159 22%	81,901 54%	14,593 10%	151,538
<b>65 and over (+/- 11%)</b>	21,480 18%	27,804 24%	56,440 48%	11,904 10%	117,628
<b>Currently live in Canada (+/- 6%)</b>	113,115 19%	153,564 26%	263,329 45%	51,175 9%	581,181
<b>Currently live outside Canada (+/- 8%)</b>	11,258 6%	34,436 20%	111,245 64%	17,556 10%	174,494

**Question 12: Are you Male / Female?**

<b>Answers for:</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>
<b>All visitors (+/- 5%)</b>	359,529 47%	397,538 53%	757,068
<b>Large museums (+/- 6%)</b>	122,159 48%	130,102 52%	252,260
<b>Medium museums (+/- 7%)</b>	89,419 51%	85,803 49%	175,222
<b>Small museums (+/- 11%)</b>	147,952 45%	181,634 55%	329,586
<b>Atlantic (+/- 7%)</b>	74,977 45%	91,991 55%	166,969
<b>Quebec (+/- 8%)</b>	34,937 40%	51,609 60%	86,545
<b>Ontario (+/- 9%)</b>	107,405 47%	122,408 53%	229,813
<b>West (+/- 9%)</b>	142,210 52%	131,531 48%	273,741
<b>Age: 15 to 24 (+/- 17%)</b>	23,698 41%	33,941 59%	57,639
<b>25 to 34 (+/- 9%)</b>	52,706 47%	60,380 53%	113,085
<b>35 to 54 (+/- 6%)</b>	143,120 45%	171,917 55%	315,036



<b>55 to 64 (+/- 11%)</b>	75,779 50%	76,195 50%	151,975
<b>65 and over (+/- 12%)</b>	63,789 54%	54,171 46%	117,960
<b>Currently live in Canada (+/- 6%)</b>	269,530 46%	312,800 54%	582,329
<b>Currently live outside Canada (+/- 7%)</b>	89,999 52%	84,739 48%	174,738

*Question 13: What is your age group?*

<b>Answers from:</b>	<b>15 to 24</b>	<b>25 to 34</b>	<b>35 to 54</b>	<b>55 to 64</b>	<b>65 and over</b>	<b>Total</b>
<b>All visitors (+/- 4%)</b>	57,639 8%	113,085 15%	315,292 42%	151,975 20%	118,179 16%	756,169
<b>Large museums (+/- 4%)</b>	19,011 8%	52,122 21%	128,598 51%	35,225 14%	17,121 7%	252,077
<b>Medium museums (+/- 5%)</b>	9397 5%	22,069 13%	74,106 42%	43,071 25%	26,579 15%	175,222
<b>Small museums (+/- 6%)</b>	29,232 9%	38,894 12%	112,587 34%	73,678 22%	74,479 23%	328,870
<b>Atlantic (+/- 9%)</b>	19,507 12%	19,299 12%	70,766 42%	37,468 22%	19,548 12%	166,589
<b>Quebec (+/- 5%)</b>	8457 10%	9914 12%	41,754 49%	16,461 19%	9406 11%	85,991
<b>Ontario (+/- 7%)</b>	8431 4%	39,426 17%	111,289 48%	36,301 16%	34,401 15%	229,848
<b>West (+/- 4%)</b>	21,245 8%	44,446 16%	91,483 33%	61,744 23%	54,823 20%	273,741
<b>Currently live in Canada (+/- 5%)</b>	50,994 9%	97,616 17%	247,611 43%	102,501 18%	82,453 14%	581,176
<b>Currently live outside Canada (+/- 10%)</b>	6645 4%	15,469 9%	67,680 39%	49,473 28%	35,725 20%	174,993

**Question 14: Do you currently live in Canada?**

<b>Answers for:</b>	<b>Currently live in Canada</b>	<b>Currently live outside Canada</b>	<b>Total</b>
<b>All visitors (+/- 6%)</b>	582,548 77%	174,993 23%	757,541
<b>Large museums (+/- 9%)</b>	208,065 82%	44,450 18%	252,516
<b>Medium museums (+/- 13%)</b>	121,610 69%	53,612 31%	175,222
<b>Small museums (+/- 8%)</b>	252,873 77%	76,931 23%	329,804
<b>Atlantic (+/- 20%)</b>	115,468 69%	51,500 31%	166,969
<b>Quebec (+/- 21%)</b>	56,394 65%	30,151 35%	86,545
<b>Ontario (+/- 9%)</b>	190,934 83%	39,352 17%	230,286
<b>West (+/- 9%)</b>	219,752 80%	53,989 20%	273,741

## 2. Survey of Visitors to Museums' Web Space

*Question 1: In the past twelve months, how often did you visit the Virtual Museum of Canada?*

Answers for:	Never	Once	2 to 4 times	5 to 8 times	More than 8 times	Total
<b>All respondents</b>	283 50%	112 20%	90 16%	26 5%	50 9%	561
<b>From museum site</b>	283 56%	79 16%	83 16%	20 4%	39 8%	504
<b>From VMC site</b>	0 0%	33 58%	7 12%	6 11%	11 19%	57
<b>English</b>	199 53%	77 21%	56 15%	14 4%	29 8%	375
<b>French</b>	84 45%	35 19%	34 18%	12 6%	21 11%	186
<b>Visit Web space of a Canadian museum: Never</b>	0 0%	26 81%	2 6%	3 9%	1 3%	32
<b>Once in last 12 months</b>	160 79%	32 16%	8 4%	1 1%	1 1%	202
<b>2 to 4 times</b>	66 50%	27 20%	31 23%	2 2%	7 5%	133
<b>5 to 8 times</b>	22 37%	11 19%	14 24%	7 12%	5 8%	59
<b>More than 8 times</b>	32 24%	15 11%	35 27%	13 10%	36 27%	131
<b>Physically visit museums: Never</b>	49 69%	16 23%	4 6%	1 1%	1 1%	71
<b>Less than once a year</b>	70 61%	21 18%	14 12%	2 2%	8 7%	115
<b>About once a year</b>	48 60%	18 23%	10 13%	0 0%	4 5%	80
<b>A few times a year</b>	97 43%	45 20%	45 20%	14 6%	27 12%	228
<b>Once a month or more</b>	16 25%	11 17%	17 27%	9 14%	10 16%	63
<b>Sex: Male</b>	118 49%	48 20%	39 16%	10 4%	24 10%	239
<b>Female</b>	158 51%	60 19%	50 16%	16 5%	26 8%	310

<b>Age: 24 or under</b>	37 56%	13 20%	10 15%	3 5%	3 5%	66
<b>25 to 34</b>	64 50%	21 17%	23 18%	7 6%	12 9%	127
<b>35 to 54</b>	123 48%	56 22%	42 16%	9 3%	28 11%	258
<b>55 to 64</b>	39 53%	12 16%	11 15%	5 7%	7 9%	74
<b>65 and over</b>	15 50%	9 30%	4 13%	2 7%	0 0%	30
<b>Living in Canada</b>	231 50%	82 18%	79 17%	22 5%	46 10%	460
<b>Living in USA</b>	23 55%	11 26%	6 14%	1 2%	1 2%	42
<b>Living elsewhere</b>	25 47%	18 34%	5 9%	3 6%	2 4%	53

*Question 2: In the past twelve months, how often did you visit the Web space of a Canadian museum?*

<b>Answers for:</b>	<b>Never</b>	<b>Once</b>	<b>2 to 4 times</b>	<b>5 to 8 times</b>	<b>More than 8 times</b>	<b>Total</b>
<b>All respondents</b>	32 6%	204 36%	133 24%	59 11%	132 24%	560
<b>From museum site</b>	0 0%	200 40%	124 25%	55 11%	124 25%	503
<b>From VMC site</b>	32 56%	4 7%	9 16%	4 7%	8 14%	57
<b>English</b>	23 6%	137 37%	89 24%	37 10%	88 24%	374
<b>French</b>	9 5%	67 36%	44 24%	22 12%	44 24%	186
<b>Physically visit museums: Never</b>	17 25%	42 61%	6 9%	1 1%	3 4%	69
<b>Less than once a year</b>	6 5%	66 58%	30 26%	5 4%	7 6%	114
<b>About once a year</b>	4 5%	45 56%	19 23%	8 10%	5 6%	81
<b>A few times a year</b>	3 1%	46 20%	71 31%	40 18%	68 30%	228
<b>Once a month or more</b>	1	3	7	4	49	64

	2%	5%	11%	6%	77%	
<b>Sex: Male</b>	16	86	52	28	55	237
	7%	36%	22%	12%	23%	
<b>Female</b>	15	113	78	30	75	311
	5%	36%	25%	10%	24%	
<b>Age: 24 or under</b>	5	30	12	2	15	64
	8%	47%	19%	3%	23%	
<b>25 to 34</b>	3	43	27	19	36	128
	2%	34%	21%	15%	28%	
<b>35 to 54</b>	17	88	69	25	61	260
	7%	34%	27%	10%	23%	
<b>55 to 64</b>	5	25	16	11	17	74
	7%	34%	22%	15%	23%	
<b>65 and over</b>	2	14	9	2	2	29
	7%	48%	31%	7%	7%	
<b>Living in Canada</b>	15	151	118	53	124	461
	3%	33%	26%	12%	27%	
<b>Living in USA</b>	3	22	12	2	3	42
	7%	52%	29%	5%	7%	
<b>Living elsewhere</b>	14	27	3	4	3	51
	27%	53%	6%	8%	6%	

*Question 3: In the past twelve months, how often did you visit the Web space of a museum from another country?*

<b>Answers for:</b>	<b>Never</b>	<b>Once</b>	<b>2 to 4 times</b>	<b>5 to 8 times</b>	<b>More than 8 times</b>	<b>Total</b>
<b>All respondents</b>	258	70	108	46	81	563
	46%	12%	19%	8%	14%	
<b>From museum site</b>	225	64	98	42	77	506
	44%	13%	19%	8%	15%	
<b>From VMC site</b>	33	6	10	4	4	57
	58%	11%	18%	7%	7%	
<b>English</b>	174	43	65	39	55	376
	46%	11%	17%	10%	15%	
<b>French</b>	84	27	43	7	26	187
	45%	14%	23%	4%	14%	

<b>Visit Web space of a Canadian museum: Never</b>	26	3	1	2	0	32
	81%	9%	3%	6%	0%	
<b>Once in last 12 months</b>	145	21	17	8	12	203
	71%	10%	8%	4%	6%	
<b>2 to 4 times</b>	52	30	35	7	9	133
	39%	23%	26%	5%	7%	
<b>5 to 8 times</b>	11	9	23	9	7	59
	19%	15%	39%	15%	12%	
<b>More than 8 times</b>	21	7	32	19	53	132
	16%	5%	24%	14%	40%	
<b>Physically visit museums: Never</b>	50	7	2	4	8	71
	70%	10%	3%	6%	11%	
<b>Less than once a year</b>	62	17	16	6	14	115
	54%	15%	14%	5%	12%	
<b>About once a year</b>	49	9	16	3	4	81
	60%	11%	20%	4%	5%	
<b>A few times a year</b>	81	29	63	22	33	228
	36%	13%	28%	10%	14%	
<b>Once a month or more</b>	13	7	11	11	22	64
	20%	11%	17%	17%	34%	
<b>Sex: Male</b>	103	29	48	19	40	239
	43%	12%	20%	8%	17%	
<b>Female</b>	150	39	58	26	39	312
	48%	13%	19%	8%	13%	
<b>Age: 24 or under</b>	40	7	8	4	7	66
	61%	11%	12%	6%	11%	
<b>25 to 34</b>	54	15	26	10	22	127
	43%	12%	20%	8%	17%	
<b>35 to 54</b>	114	34	55	22	35	260
	44%	13%	21%	8%	13%	
<b>55 to 64</b>	29	8	16	6	15	74
	39%	11%	22%	8%	20%	
<b>65 and over</b>	17	5	3	4	1	30
	57%	17%	10%	13%	3%	
<b>Living in Canada</b>	213	59	94	32	64	462
	46%	13%	20%	7%	14%	
<b>Living in USA</b>	14	3	10	9	7	43
	33%	7%	23%	21%	16%	
<b>Living elsewhere</b>	27	7	4	5	9	52
	52%	13%	8%	10%	17%	

**Question 4: How often do you physically visit Canadian museums?**

<b>Answers for:</b>	<b>Never</b>	<b>Less than once a year</b>	<b>About once a year</b>	<b>A few times a year</b>	<b>Once a month or more</b>	<b>Total</b>
<b>All respondents</b>	72 13%	115 21%	81 14%	228 41%	64 11%	560
<b>From museum site</b>	55 11%	102 20%	76 15%	212 42%	59 12%	504
<b>From VMC site</b>	17 30%	13 23%	5 9%	16 29%	5 9%	56
<b>English</b>	52 14%	82 22%	53 14%	139 37%	50 13%	376
<b>French</b>	20 11%	33 18%	28 15%	89 48%	14 8%	184
<b>Visit Web space of a Canadian museum: Never</b>	17 55%	6 19%	4 13%	3 10%	1 3%	31
<b>Once in last 12 months</b>	42 21%	66 33%	45 22%	46 23%	3 1%	202
<b>2 to 4 times</b>	6 5%	30 23%	19 14%	71 53%	7 5%	133
<b>5 to 8 times</b>	1 2%	5 9%	8 14%	40 69%	4 7%	58
<b>More than 8 times</b>	3 2%	7 5%	5 4%	68 52%	49 37%	132
<b>Sex: Male</b>	34 14%	52 22%	33 14%	96 40%	23 10%	238
<b>Female</b>	35 11%	59 19%	47 15%	129 42%	40 13%	310
<b>Age: 24 or under</b>	13 20%	10 15%	12 18%	22 34%	8 12%	65
<b>25 to 34</b>	18 14%	19 15%	18 14%	61 48%	12 9%	128
<b>35 to 54</b>	28 11%	57 22%	33 13%	107 42%	32 12%	257
<b>55 to 64</b>	8 11%	15 20%	12 16%	32 43%	7 9%	74
<b>65 and over</b>	3 10%	13 43%	4 13%	5 17%	5 17%	30

<b>Living in Canada</b>	23 5%	90 20%	70 15%	215 47%	61 13%	459
<b>Living in USA</b>	17 40%	12 28%	7 16%	6 14%	1 2%	43
<b>Living elsewhere</b>	31 60%	12 23%	2 4%	5 10%	2 4%	52

*Question 5: How did you find out about the site of the museum from which you took this survey?*

<b>Answers for:</b>	<b>Link from (another) museum</b>	<b>Link from VMC</b>	<b>Link from another site</b>	<b>Internet search engine</b>	<b>Someone told me</b>	<b>Through the media</b>	<b>Other</b>	<b>Total</b>
<b>All respondents</b>	129 23%	22 4%	50 9%	187 33%	47 8%	59 10%	71 13%	565
<b>From museum site</b>	120 24%	22 4%	44 9%	167 33%	37 7%	52 10%	66 13%	508
<b>From VMC site</b>	9 16%	0 0%	6 11%	20 35%	10 18%	7 12%	5 9%	57
<b>English</b>	102 27%	16 4%	34 9%	111 29%	35 9%	28 7%	51 14%	377
<b>French</b>	27 14%	6 3%	16 9%	76 40%	12 6%	31 16%	20 11%	188
<b>Visit Web space of a Canadian museum: Never</b>	2 6%	0 0%	4 13%	12 38%	5 16%	5 16%	4 13%	32
<b>Once in last 12 months</b>	43 21%	7 3%	24 12%	71 35%	15 7%	20 10%	23 11%	203
<b>2 to 4 times</b>	35 26%	4 3%	9 7%	50 38%	11 8%	14 11%	10 8%	133
<b>5 to 8 times</b>	12 20%	2 3%	3 5%	21 36%	5 8%	7 12%	9 15%	59
<b>More than 8 times</b>	36 27%	8 6%	9 7%	33 25%	11 8%	12 9%	23 17%	132



<b>Physically visit museums: Never</b>	9 13%	3 4%	13 18%	30 42%	4 6%	5 7%	7 10%	71
<b>Less than once a year</b>	21 18%	6 5%	6 5%	45 39%	10 9%	15 13%	12 10%	115
<b>About once a year</b>	19 23%	2 2%	12 15%	23 28%	7 9%	8 10%	10 12%	81
<b>A few times a year</b>	59 26%	9 4%	12 5%	72 32%	23 10%	26 11%	27 12%	228
<b>Once a month or more</b>	20 31%	2 3%	6 9%	17 27%	2 3%	5 8%	12 19%	64
<b>Sex: Male</b>	52 22%	10 4%	20 8%	81 34%	15 6%	33 14%	28 12%	239
<b>Female</b>	74 24%	11 4%	29 9%	99 32%	32 10%	26 8%	43 14%	314
<b>Age: 24 or under</b>	11 17%	2 3%	7 11%	24 36%	4 6%	6 9%	12 18%	66
<b>25 to 34</b>	31 24%	4 3%	9 7%	44 34%	13 10%	8 6%	19 15%	128
<b>35 to 54</b>	62 24%	10 4%	22 8%	94 36%	24 9%	28 11%	22 8%	262
<b>55 to 64</b>	18 25%	6 8%	8 11%	16 22%	3 4%	10 14%	12 16%	73
<b>65 and over</b>	5 17%	0 0%	3 10%	7 23%	3 10%	7 23%	5 17%	30
<b>Living in Canada</b>	109 23%	14 3%	38 8%	145 31%	41 9%	56 12%	61 13%	464
<b>Living in USA</b>	11 26%	4 10%	7 17%	14 33%	1 2%	0 0%	5 12%	42
<b>Living elsewhere</b>	7 13%	3 6%	4 8%	26 49%	5 9%	3 6%	5 9%	53

**Question 6: In visiting this site today, were you: Planning a visit to a museum; Following-up on a recent visit to a museum; Neither?**

<b>Answers for:</b>	<b>Planning a visit</b>	<b>Following-up</b>	<b>Neither</b>	<b>Total</b>
<b>All respondents</b>	210 38%	88 16%	262 47%	560
<b>From museum site</b>	200 40%	80 16%	224 44%	504
<b>From VMC site</b>	10 18%	8 14%	38 68%	56
<b>English</b>	129 34%	65 17%	180 48%	374
<b>French</b>	81 44%	23 12%	82 44%	186
<b>Visit Web space of a Canadian museum: Never</b>	8 25%	3 9%	21 66%	32
<b>Once in last 12 months</b>	81 40%	24 12%	96 48%	201
<b>2 to 4 times</b>	59 45%	27 20%	46 35%	132
<b>5 to 8 times</b>	17 29%	12 20%	30 51%	59
<b>More than 8 times</b>	42 32%	21 16%	67 52%	130
<b>Physically visit museums: Never</b>	24 33%	5 7%	43 60%	72
<b>Less than once a year</b>	38 34%	13 12%	61 54%	112
<b>About once a year</b>	32 40%	13 16%	35 44%	80
<b>A few times a year</b>	100 44%	41 18%	86 38%	227
<b>Once a month or more</b>	14 22%	14 22%	35 56%	63
<b>Sex: Male</b>	84 36%	46 19%	106 45%	236
<b>Female</b>	123 39%	38 12%	151 48%	312

<b>Age: 24 or under</b>	21 32%	8 12%	37 56%	66
<b>25 to 34</b>	47 37%	23 18%	58 45%	128
<b>35 to 54</b>	103 40%	38 15%	116 45%	257
<b>55 to 64</b>	25 34%	15 21%	33 45%	73
<b>65 and over</b>	11 37%	3 10%	16 53%	30
<b>Living in Canada</b>	179 39%	68 15%	211 46%	458
<b>Living in USA</b>	13 30%	11 26%	19 44%	43
<b>Living elsewhere</b>	16 30%	8 15%	29 55%	53

**Question 7: Did you also visit the Web site BEFORE visiting the museum?**

This question was only asked to those who answered to question 6 that they were following-up on a recent visit to a museum (88 respondents).

<b>Answers for:</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
<b>All respondents</b>	49 58%	36 42%	85
<b>From museum site</b>	46 60%	31 40%	77
<b>From VMC site</b>	3 38%	5 63%	8
<b>English</b>	38 60%	25 40%	63
<b>French</b>	11 50%	11 50%	22
<b>Sex: Male</b>	20 44%	25 56%	45
<b>Female</b>	27 73%	10 27%	37

**Question 8: What are you looking for on a museum's Web space?**

Answers for:	Profes- sional research	Univer- sity project	School project	General infor- mation	Special events	Info on collect- ions	Learning ressource s	Info on facilities	Virtual exhibi- tions	Web- based activities	Forum with visitors	Questions with staff	e- boutique/ shopping	Dis- count offers	Other	Total
<b>All respondents</b>	136 24%	61 11%	59 10%	329 58%	316 56%	280 49%	85 15%	73 13%	204 36%	63 11%	26 5%	32 6%	76 13%	85 15%	91 16%	567
<b>From museum site</b>	121 24%	53 10%	51 10%	310 61%	299 59%	262 51%	77 15%	67 13%	171 34%	56 11%	24 5%	29 6%	70 14%	78 15%	81 16%	510
<b>From VMC site</b>	15 26%	8 14%	8 14%	19 33%	17 30%	18 32%	8 14%	6 11%	33 58%	7 12%	2 4%	3 5%	6 11%	7 12%	10 18%	57
<b>English</b>	88 23%	39 10%	37 10%	218 58%	209 55%	188 50%	59 16%	50 13%	137 36%	44 12%	21 6%	26 7%	58 15%	55 15%	70 19%	378
<b>French</b>	48 25%	22 12%	22 12%	111 59%	107 57%	92 49%	26 14%	23 12%	67 35%	19 10%	5 3%	6 3%	18 10%	30 16%	21 11%	189
<b>Visit Web space of a Canadian museum: Never</b>	7 22%	5 16%	3 9%	3 9%	5 16%	7 22%	2 6%	2 6%	19 59%	4 13%	0 0%	0 0%	1 3%	3 9%	5 16%	32
<b>Once in last 12 months</b>	40 20%	15 7%	19 9%	97 48%	88 43%	77 38%	23 11%	22 11%	54 26%	15 7%	6 3%	13 6%	21 10%	19 9%	40 20%	204
<b>2 to 4 times</b>	16 12%	7 5%	14 11%	92 69%	87 65%	68 51%	16 12%	17 13%	50 38%	14 11%	6 5%	4 3%	14 11%	26 20%	17 13%	133
<b>5 to 8 times</b>	14 24%	6 10%	3 5%	36 61%	37 63%	38 64%	6 10%	8 14%	23 39%	8 14%	4 7%	3 5%	10 17%	10 17%	11 19%	59
<b>More than 8 times</b>	58 44%	28 21%	20 15%	98 74%	97 73%	88 67%	38 29%	24 18%	55 42%	22 17%	10 8%	12 9%	29 22%	27 20%	18 14%	132
<b>Physically visit museums: Never</b>	20 28%	7 10%	9 13%	22 31%	19 26%	20 28%	7 10%	7 10%	26 36%	8 11%	5 7%	8 11%	5 7%	6 8%	13 18%	72
<b>Less than once a year</b>	16 14%	10 9%	13 11%	61 53%	45 39%	47 41%	14 12%	15 13%	36 31%	17 15%	3 3%	3 3%	15 13%	13 11%	19 17%	115

CHIN's 2004 Survey of Visitors to Museums' Web and Physical Space

<b>About once a year</b>	14 17%	8 10%	7 9%	42 52%	45 56%	36 44%	14 17%	8 10%	28 35%	6 7%	5 6%	5 6%	9 11%	10 12%	13 16%	81
<b>A few times a year</b>	57 25%	23 10%	22 10%	158 69%	161 71%	134 59%	35 15%	31 14%	83 36%	22 10%	7 3%	10 4%	33 14%	44 19%	37 16%	228
<b>Once a month or more</b>	29 45%	13 20%	8 13%	44 69%	44 69%	40 63%	15 23%	12 19%	29 45%	10 16%	5 8%	6 9%	13 20%	12 19%	9 14%	64
<b>Sex: Male</b>	52 22%	19 8%	16 7%	127 53%	123 51%	120 50%	23 10%	31 13%	97 40%	22 9%	8 3%	15 6%	32 13%	22 9%	39 16%	241
<b>Female</b>	81 26%	42 13%	42 13%	195 62%	187 60%	155 49%	60 19%	39 12%	101 32%	39 12%	18 6%	17 5%	41 13%	62 20%	50 16%	314
<b>Age: 24 or under</b>	17 26%	19 29%	13 20%	37 56%	36 55%	30 45%	12 18%	11 17%	19 29%	10 15%	6 9%	4 6%	8 12%	16 24%	10 15%	66
<b>25 to 34</b>	37 29%	21 16%	17 13%	80 63%	81 63%	61 48%	29 23%	23 18%	41 32%	16 13%	4 3%	6 5%	20 16%	22 17%	17 13%	128
<b>35 to 54</b>	62 24%	15 6%	26 10%	158 60%	145 55%	127 48%	38 14%	28 11%	96 37%	30 11%	10 4%	17 6%	32 12%	37 14%	42 16%	263
<b>55 to 64</b>	18 24%	6 8%	2 3%	32 43%	39 53%	43 58%	5 7%	7 9%	36 49%	6 8%	6 8%	5 7%	10 14%	7 9%	15 20%	74
<b>65 and over</b>	2 7%	0 0%	1 3%	17 57%	12 40%	17 57%	0 0%	3 10%	11 37%	1 3%	0 0%	0 0%	4 13%	2 7%	6 20%	30
<b>Living in Canada</b>	108 23%	50 11%	49 11%	291 63%	289 62%	243 52%	71 15%	64 14%	165 36%	55 12%	21 5%	26 6%	68 15%	77 17%	71 15%	464
<b>Living in USA</b>	9 21%	1 2%	2 5%	22 51%	15 35%	18 42%	4 9%	2 5%	16 37%	0 0%	2 5%	0 0%	3 7%	3 7%	11 26%	43
<b>Living elsewhere</b>	18 33%	9 17%	7 13%	11 20%	9 17%	16 30%	8 15%	6 11%	21 39%	8 15%	3 6%	6 11%	3 6%	4 7%	8 15%	54

**Question 9: What kind of information on the collections do you expect to find on a museum's Web space?**

<b>Answers from:</b>	<b>Description of objects</b>	<b>General information</b>	<b>Images from collections</b>	<b>Other</b>	<b>Total</b>
<b>All respondents</b>	328 58%	439 77%	394 69%	59 10%	567
<b>From museum site</b>	296 58%	401 79%	354 69%	51 10%	510
<b>From VMC site</b>	32 56%	38 67%	40 70%	8 14%	57
<b>English</b>	215 57%	296 78%	273 72%	46 12%	378
<b>French</b>	113 60%	143 76%	121 64%	13 7%	189
<b>Visit Web space of a Canadian museum: Never</b>	13 41%	19 59%	19 59%	3 9%	32
<b>Once in last 12 months</b>	92 45%	150 74%	107 52%	15 7%	204
<b>2 to 4 times</b>	80 60%	111 83%	102 77%	12 9%	133
<b>5 to 8 times</b>	32 54%	46 78%	48 81%	9 15%	59
<b>More than 8 times</b>	108 82%	109 83%	114 86%	20 15%	132
<b>Physically visit museums: Never</b>	26 36%	49 68%	30 42%	8 11%	72
<b>Less than once a year</b>	62 54%	89 77%	75 65%	6 5%	115
<b>About once a year</b>	40 49%	62 77%	51 63%	9 11%	81
<b>A few times a year</b>	146 64%	186 82%	179 79%	25 11%	228
<b>Once a month or more</b>	50 78%	51 80%	55 86%	10 16%	64
<b>Sex: Male</b>	140 58%	179 74%	169 70%	21 9%	241
<b>Female</b>	182 58%	249 79%	217 69%	38 12%	314

<b>Age: 24 or under</b>	31 47%	46 70%	38 58%	7 11%	66
<b>25 to 34</b>	66 52%	106 83%	84 66%	16 13%	128
<b>35 to 54</b>	156 59%	206 78%	194 74%	23 9%	263
<b>55 to 64</b>	55 74%	55 74%	57 77%	9 12%	74
<b>65 and over</b>	18 60%	20 67%	20 67%	4 13%	30
<b>Living in Canada</b>	282 61%	372 80%	338 73%	51 11%	464
<b>Living in USA</b>	22 51%	33 77%	25 58%	3 7%	43
<b>Living elsewhere</b>	21 39%	28 52%	30 56%	5 9%	54

*Question 10: What do you think are the three main goals of a museum's Web space? Put a "1" in the box beside the item you think is the most important, a "2" beside the second most important and a "3" beside the third most important.*

This table gives the percentage of respondents that placed each item as being one of the three main goals.

<b>Answers for:</b>	<b>Promotion / marketing</b>	<b>Support research mission</b>	<b>Support educational mission</b>	<b>Information on hours, events, etc.</b>	<b>Increase access to information</b>	<b>Enhance understanding of collections</b>
<b>All respondents</b>	32%	22%	36%	58%	57%	46%
<b>From museum site</b>	32%	22%	35%	60%	57%	46%
<b>From VMC site</b>	35%	19%	46%	40%	54%	47%
<b>English</b>	40%	19%	31%	61%	59%	44%
<b>French</b>	16%	29%	46%	51%	52%	49%
<b>Visit Web space of a Canadian museum:</b>						
<b>Never</b>	28%	16%	38%	28%	56%	50%
<b>Once in last 12 months</b>	29%	20%	31%	45%	48%	44%
<b>2 to 4 times</b>	40%	18%	35%	74%	64%	45%
<b>5 to 8 times</b>	36%	22%	36%	66%	59%	46%
<b>More than 8 times</b>	29%	30%	42%	67%	66%	52%

<b>Physically visit museums: Never</b>	32%	19%	31%	42%	46%	39%
<b>Less than once a year</b>	29%	24%	38%	46%	46%	42%
<b>About once a year</b>	31%	28%	37%	60%	58%	53%
<b>A few times a year</b>	36%	20%	36%	66%	64%	46%
<b>Once a month or more</b>	27%	23%	36%	66%	64%	58%
<b>Sex: Male</b>	31%	23%	32%	51%	61%	48%
<b>Female</b>	34%	21%	39%	63%	55%	45%
<b>Age: 24 or under</b>	33%	30%	24%	45%	44%	47%
<b>25 to 34</b>	34%	26%	41%	61%	54%	41%
<b>35 to 54</b>	29%	18%	37%	62%	59%	48%
<b>55 to 64</b>	35%	24%	28%	53%	68%	51%
<b>65 and over</b>	43%	23%	47%	47%	60%	40%
<b>Living in Canada</b>	32%	23%	37%	61%	58%	48%
<b>Living in USA</b>	35%	16%	30%	56%	58%	37%
<b>Living elsewhere</b>	31%	24%	31%	31%	46%	41%

*Questions 11 and 12: Age and sex of respondent*

Age	Sex			Total
	Male	Female	Not specified	
<b>14 or under</b>	5 42%	0 0%	7 58%	12
<b>15 to 24</b>	35 65%	1 2%	18 33%	54
<b>25 to 34</b>	79 62%	4 3%	45 35%	128
<b>35 to 54</b>	151 57%	3 1%	109 41%	263
<b>55 to 64</b>	33 45%	0 0%	41 55%	74
<b>65 and over</b>	10 33%	0 0%	20 67%	30
<b>Not specified</b>	1 17%	4 67%	1 17%	6
<b>Total</b>	241	314	12	567



43%                      55%                      2%

**Question 13: Where do you currently live?**

<b>Currently living in:</b>	<b>Number of respondents</b>	<b>Percentage</b>
<b>Canada</b>	464	82%
<b>USA</b>	43	8%
<b>Mexico / Central America / South America</b>	8	1%
<b>Europe</b>	32	6%
<b>Africa</b>	7	1%
<b>Asia</b>	4	1%
<b>Oceania</b>	3	1%
<b>Not specified</b>	6	1%

**APPENDIX B: MORE ON THE METHODOLOGY OF THE SURVEYS**

**1. Survey of Visitors to Museums**

*1.1 Population*

This survey targeted visitors to Canadian museums, of which there are about 2600. Because of operational limitations, especially since it was the first time that CHIN undertook a survey of that magnitude, the survey population was limited to museums that were CHIN members and that were in operation during the survey period (July and September 2004). As of May 2004, there were 991 of those museums. The museums were classified by size based on the number of employees according to the information on CHIN's member database. The museums were classified as either large (50 or more employees), medium (3 to 49 employees) or small (2 or fewer, including volunteer-run and size unknown). The museums were also divided by region. The following table presents the breakdown of museums by category:

*Table 45: CHIN Member Museums as of May 2004, by Region and Size*

Region	Size			Total
	Large	Medium	Small	
Atlantic	9	21	149	179
Quebec	11	50	99	160
Ontario	13	63	187	263
West	17	74	298	389
<b>Total</b>	50	208	733	991

*1.2 Sample Plan*

Based on the population figures presented in Table 45, the required sample size in terms of museums was determined in order to achieve the required precision for survey results at the national level. The assumptions used in determining the sample size were:

- 80 completed interviews would be required from large and medium museums;
- 40 completed interviews would be required from small museums;
- About half of the visitors would have access to the internet;
- 30% of those would have used the internet to plan their visit for large and medium-sized museums and 15% for small museums;
- A margin of error of  $\pm 7.5\%$  was required for a 95% confidence interval based on questions answered only by those who used the internet to plan their visit (the questions with the smallest number of respondents).

Based on those assumptions, it was determined that a sample of 80 museums (5000 visitors) would be necessary. This total sample size was allocated to each size and then region in order to get adequate estimates by region and by size (but not by combination of size and region). Medium and large museums were over sampled, because of the assumption that more internet use for planning would be observed in those museums. The sample sizes obtained were as follows:

Table 46: Projected Museum Sample Size, by Region and Size

Region	Size			Total
	Large	Medium	Small	
Atlantic	4	3	7	14
Quebec	5	6	5	16
Ontario	5	7	9	21
West	7	8	14	29
<b>Total</b>	21	24	35	80

According to the assumptions listed above, this would lead to the following sample sizes in terms of visitors, as well as in terms of visitors who used to internet to plan their visit.

Table 47: Projected Number of Visitors to be Interviewed, by Region and Size

Region	Size			Total
	Large	Medium	Small	
Atlantic	320	240	280	840
Quebec	400	480	200	1080
Ontario	400	560	360	1320
West	560	640	560	1760
<b>Total</b>	1680	1920	1400	5000

Table 48: Expected Sample Size in Terms of Visitors Who Used the Internet to Plan Their Visit, by Region and Size

Region	Size			Total
	Large	Medium	Small	
Atlantic	48	36	21	105
Quebec	60	72	15	147
Ontario	60	84	27	171
West	84	96	42	222
<b>Total</b>	252	288	105	645

For each selected museum, interviews were conducted during two weeks in July (July 17 to 30) and two weeks in September (September 11 to 24). The opening days and hours, as well as the expected number of visitors, were obtained directly from museums for each of the survey weeks to determine the interview periods and sample. Two days per survey week were then randomly selected and for each of those days, a two-hour period was also randomly selected (the selection of museums in each stratum, as well as the selection of days and hours were all done using simple random sampling). A systematic sample of visitors was then to be selected for each time period chosen for the survey. For example, the interviewer was instructed to interview the second visitor exiting the museum after the start of the interview period (say 2:00 PM), and then every third visitor after that. Those numbers were based on expected number of visitors provided by museums.

### 1.3 Survey Questionnaire

The questionnaire used for the survey is given in Appendix B. Since the Survey of Visitors to Museums is an exit survey, the goal was to keep it short, while still providing the required information. The questionnaire was submitted to some museums for comments. It was then tested in a museum and also reviewed by Statistics Canada's Questionnaire Design Resource Centre. The goal was to test it in three museums, but it was difficult to find museums available that had staff available for the test at the specified time.

**1.4 Data Collection**

Interviews took place for 16 hours in each museum, during the weeks mentioned and according to the sample plan described in section 1.2 (4 weeks x 2 days per week x 2 hours per day). CHIN provided funding for each museum to hire someone to do the interviews (generally someone who was already a part-time employee or volunteer for the museum). A package was sent to each museum, containing an Interviewer Guide (detailed instructions on how to conduct the interviews), an Interview Control Form and enough copies of the questionnaires for the whole survey period. Each museum was asked to return the questionnaires used at the end of each two-week period.

Although museums are responsible for providing updated information for the CHIN member database, changes that occurred during the time the survey was being planned would have an effect the accuracy of the information. Also, the interest and availability of museums to participate in the study was not known in advance. For those reasons, more museums had to be contacted, in order to get the targeted number of participating museums for each stratum (combination of region and size). In spite of those efforts, the achieved sample sizes were lower than anticipated. The following table gives for each stratum the number of museums contacted, with the status of those museums.

*Table 49: Final Results for the Sample of Museums*

Region	Size	Population	Targeted Sample	Final Status		
				Out-of-scope	Non-participant	Achieved sample
Atlantic	Large	9	4	2	4	2
Atlantic	Medium	21	3	0	0	4
Atlantic	Small	149	7	4	2	5
Quebec	Large	11	5	1	2	6
Quebec	Medium	50	6	0	3	4
Quebec	Small	99	5	3	3	3
Ontario	Large	13	5	0	2	5
Ontario	Medium	63	7	2	4	5
Ontario	Small	187	9	3	6	6
West	Large	17	7	1	4	5
West	Medium	74	8	1	3	6
West	Small	298	14	8	11	9
<b>Total</b>		<b>991</b>	<b>80</b>	<b>25</b>	<b>44</b>	<b>60</b>

Of the 104 museums that were considered in-scope for the survey, 60 agreed to participate, a participation rate of 58%. Some museums chose not to participate in the survey because they

were running their own surveys at the same time or because they didn't have the resources to dedicate to that task, among other reasons.

As mentioned in section 1.2, 40 completed interviews were expected from small museums and 80 for medium and large museums. Based on that requirement and the achieved sample sizes, 3880 completed interviews were expected (down from the 5000 originally expected). This target was not achieved, mainly because the actual number of visitors was lower than expected during some survey periods and also because some museums missed one or more days of collection. The final number of completed interviews for each stratum is as follows:

*Table 50: Number of Completed Interviews, by Region and Size*

Region	Size			Total
	Large	Medium	Small	
Atlantic	69	202	117	388
Quebec	363	113	53	529
Ontario	360	96	145	601
West	313	232	195	740
<b>Total</b>	1105	643	510	2258

### ***1.5 Data Capture and Data Processing***

CHIN captured the completed questionnaires in an Excel spreadsheet. Questionnaires were batched in groups of about 20 and quality control of the capture was done using acceptance sampling (where a sample of questionnaires from each batch was verified to determine if the batch was to be accepted or rejected. For batches that failed this first verification, 100% verification was performed). The Statistical Consultation Group (SCG) was in charge of processing the data. Minimal edit and imputation rules were applied.

### ***1.6 Estimation***

Survey weights were calculated to represent the multiple stages of the sample design. First, a museum weight was calculated, based on the numbers presented in Table 49. Then weights were added to take into account the random selection of days in each week, hours in each selected day, and visitors within each time period. The final survey weights, obtained by combining the weights at each stage mentioned above while taking non-response into account, were used to calculate survey estimates. The detailed survey results are provided in Appendix A for each question. Two quantities are provided: the total number of visitors in the category and the proportion of visitors with that characteristic. For example, looking at Question 1, an estimated total of 613,234 visitors to museums during the survey period were internet users. They make up 81% of all the visitors in the period. Because of the sampling design used, estimated proportions are considered more stable than estimated volumes.

Estimates of sampling variability were obtained using the bootstrap method. This method consists of selecting several sub-samples (i.e. museums) from the survey data, with replacement (meaning that the same museum could be selected more than once), each time duplicating the original sampling process. This way, several estimates can be obtained for each quantity estimated by the survey, and the sampling variability can be estimated by looking at the variation between the estimates from each bootstrap sample. Two hundred bootstrap samples were selected for this purpose.

Estimates of sampling variability are provided with the data in Appendix A. In each table, the margin of error of a 95% confidence interval is provided for the largest estimate from each row. For example, looking at Question 11, 53% of visitors to small museums said they visit museums a few times a year. The margin of error (provided on the left, with the row title) for this estimate is +/- 7%. Estimates of sampling variability were calculated for each survey estimate, but only one per row (the one for the largest category) is provided. The others are available, if required.

## **2. Survey of Visitors to Museums' Web Space**

### ***2.1 Population, Sampling and Data Collection***

The target population for this survey was all visitors to the Virtual Museum of Canada and to the web space of Canadian museums. Because of the challenges of building an intercept survey on all those different sites, and the limited resources to implement the survey, it was decided to put a link on each site and offer visitors the opportunity to participate in the survey. CHIN member museums were offered information on how to add a link to the survey questionnaire on their site and 35 museums accepted the invitation. The survey was available from mid-July to mid-September. A total of 567 respondents completed a survey questionnaire (57 from the link on the VMC site and 510 from various museums' pages).

Although it is known that voluntary, self-selected surveys do not necessarily yield results that are representative of the overall population (in this case, the whole population of visitors to the VMC and to museum's sites), it was the only possible option in this case. The survey results are only representative of the opinions and behaviors of the sampled individuals (who could be people who have more interest in the topic or who are more frequent visitors, since they chose to participate in the survey); nonetheless, it provides valuable insights as to what people expect when they visit such sites.

### ***2.2 Survey Questionnaire***

The questionnaire used to conduct the survey on museum's web spaces is provided in Appendix B. At the end, a few minor differences in wording between that questionnaire and the one available on the VMC site are mentioned. The questionnaire was tested with people who were not involved in the survey process and was also reviewed by Statistics Canada's Questionnaire Design Resource Centre.

### ***2.3 Data Capture and Data Processing***

Since the Survey of Visitors to Museums' Web Space was an online survey, the results were entered directly in the database as respondents were answering the questions. The Statistical Consultation Group (SCG) was in charge of processing the data. Minimal edit and imputation rules were applied.

### ***2.4 Estimation***

Because of the reasons mentioned in section 2.1, only the sample results are presented, with no attempt to generalize those results to a broader population.

**APPENDIX C: SURVEY QUESTIONNAIRES**



**Survey of Visitors to Museums**

**Confidential when completed**

Français au verso

**INTRODUCTION**

Hello, my name is \_\_\_\_\_. You have been selected to participate in a survey that will help build a better understanding of why people visit museums' Web spaces and how those visits are linked to visits to the museum's physical space. This survey is conducted by the Canadian Heritage Information Network (CHIN) in collaboration with various museums. Although this survey is voluntary, your participation is important. Your answers will be kept strictly confidential.

I need to talk to the person in your group who is aged 15 or over and did the most in planning this museum visit.

*Note to the interviewer: if the person who did the most in planning the visit didn't hear the introduction, please repeat.*

**FOR OFFICE USE ONLY**

<b>Museum number</b>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<b>Questionnaire number</b>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
<b>Date (MM-DD)</b>	<input type="text"/> <input type="text"/> - <input type="text"/> <input type="text"/>	<b>Time</b>	_____

**Final Status (check one after interview)**

Completed   
  Refusal   
  Same group as previous respondent  
 No one 15+ in the group   
  Other Specify: \_\_\_\_\_

**Section A - Planning of this visit**

**1. Do you use the Internet, either from at home, work, school or any other location?**

<sup>1</sup>O Yes

<sup>2</sup>O No → Go to question number 10.

**2. Did you use the Internet in preparing your visit to this museum?**

<sup>3</sup>O Yes

<sup>4</sup>O No → Go to question number 7.

**3. What are the Web sites on which you looked for information about this museum?**

*Interviewer: Only read items in bold. Mark all that apply.*

(A) <sup>1</sup>O **The Virtual Museum of Canada (www.virtualmuseum.ca)**

(B) <sup>2</sup>O **The Web site of this museum**

(C) <sup>3</sup>O **Tourism, Chamber of Commerce or municipal sites**

(D) <sup>4</sup>O Don't know / Don't remember

(E) <sup>5</sup>O **Other Web sites**

Please specify: \_\_\_\_\_

**4. What were you looking for?**

*Interviewer: Mark all that apply.*

(A) <sup>1</sup>O **General information about the museum (directions, opening hours, admission fees, etc.)**

(B) <sup>2</sup>O **Schedule of special events (exhibitions, lectures, films)**

(C) <sup>3</sup>O **Collections information**

(D) <sup>4</sup>O **Images of objects in the collections**

(E) <sup>5</sup>O **Learning resources (school programs)**

(F) <sup>6</sup>O **Virtual exhibitions**

(G) <sup>7</sup>O **Web-based activities (entertainment, fun and games, contests, etc.)**

(H) <sup>8</sup>O **e-boutique / online shopping**

(I) <sup>9</sup>O **Discount offers**

(J) <sup>10</sup>O **Other**

Please specify: \_\_\_\_\_



**5. Which statement best describes your situation?**

*Interviewer: Read both options. Mark only one.*

- <sup>1</sup>O I found information on the museum over the Internet and that made me want to visit it. → Go to question number 8.
- <sup>2</sup>O I wanted to visit the museum so I went looking for information over the Internet.

**6. Did the information you found on the Internet increase, decrease or have no impact on your level of interest for visiting the museum?**

- <sup>3</sup>O Increased
  - <sup>4</sup>O Decreased
  - <sup>5</sup>O Had no impact
- } In all cases, go to question number 8.

**7. What is the main reason you didn't use the Internet in preparing your visit to this museum?**

*Interviewer: Mark only one.*

- <sup>1</sup>O Didn't plan the visit
- <sup>2</sup>O Did not have access to the Internet when doing the planning
- <sup>3</sup>O Know the museum very well
- <sup>4</sup>O Had all the desired information from brochures, newspapers, etc.
- <sup>5</sup>O Didn't know where to look
- <sup>6</sup>O Too complicated or time-consuming
- <sup>7</sup>O Other

Please specify: \_\_\_\_\_

**Section B - Follow up to this visit**

**8. Do you plan to visit the museum's Web space in the coming days?**

- <sup>7</sup>O Yes
- <sup>8</sup>O No → Go to question number 10.

**9. What will you be looking for?**

*Interviewer: Mark all that apply.*

- (A) <sup>1</sup>O Schedule of special events (exhibitions, lectures, films)
- (B) <sup>2</sup>O More information on the collections
- (C) <sup>3</sup>O Images of objects in the collections
- (D) <sup>4</sup>O Learning resources (school programs)
- (E) <sup>5</sup>O Information about the museum's facilities (rooms for booking, etc.)
- (F) <sup>6</sup>O Virtual exhibitions
- (G) <sup>7</sup>O Web-based activities (entertainment, fun and games, contests, etc.)
- (H) <sup>8</sup>O Discussion forum with other visitors
- (I) <sup>9</sup>O Online question sessions with museum staff
- (J) <sup>10</sup>O e-boutique / online shopping
- (K) <sup>11</sup>O Other

Please specify: \_\_\_\_\_

**Section C – Background Information**

**10. How often do you visit this museum?**

- <sup>1</sup>O First visit
- <sup>2</sup>O Less than once a year
- <sup>3</sup>O About once a year
- <sup>4</sup>O More than once a year

**11. How often do you visit museums in general?**

- <sup>5</sup>O Less than once a year
- <sup>6</sup>O About once a year
- <sup>7</sup>O A few times a year
- <sup>8</sup>O Once a month or more

**12. Are you...**

- <sup>1</sup>O Male
- <sup>2</sup>O Female

**13. What is your age group?**

- <sup>3</sup>O 15-24
- <sup>4</sup>O 25-34
- <sup>5</sup>O 35-54
- <sup>6</sup>O 55-64
- <sup>7</sup>O 65 and over

**14. Do you currently live in Canada?**

<sup>1</sup>O Yes

<sup>2</sup>O No

**15. Including yourself, how many persons are there in your group or family visiting the museum with you today?**

--	--

**16. How many of those are aged 15 or over, again including yourself?**

--	--

**Thank you for taking the time to answer our questions.**

**Do you have any additional comments?**

---

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## Survey of Visitors to Museums' Web Space

### Introduction:

Thank you for taking the time to answer our questions. This survey will build a better understanding of why people visit a museum's Web space and how that visit may relate to an actual visit to the museum's physical space. This study, to be conducted in-house and online, is in collaboration with various museums and the Department of Canadian Heritage.

Although this survey is voluntary, your participation is important if the survey results are to be accurate. Your answers will be kept strictly confidential. The survey report will be made available on the Web site of the Canadian Heritage Information Network ([www.chin.gc.ca](http://www.chin.gc.ca)) once the study is completed.

Important note: This survey will be posted on the Virtual Museum of Canada ([www.virtualmuseum.ca](http://www.virtualmuseum.ca)) and the website of various other museums from July 16 to September 24. If you already answered the survey, we would like to thank you for your participation. You should only answer once, as the questions remain the same throughout the period.

1. In the past twelve months, how often did you visit the Virtual Museum of Canada ([www.virtualmuseum.ca](http://www.virtualmuseum.ca))?

- Never
- Once
- 2 to 4 times
- 5 to 8 times
- More than 8 times

2. In the past twelve months, how often did you visit the Web space of a Canadian museum?

- First visit
- 2 to 4 times
- 5 to 8 times
- More than 8 times

3. In the past twelve months, how often did you visit the Web space of a museum from another country?

- Never
- Once
- 2 to 4 times
- 5 to 8 times
- More than 8 times

4. How often do you physically visit Canadian museums?

- Never
- Less than once a year
- About once a year
- A few times a year
- Once a month or more

5. How did you find out about the site of the museum from which you took this survey? (select only one)

- Link from another museum's Web space
- Link from the Virtual Museum of Canada Web site ([www.virtualmuseum.ca](http://www.virtualmuseum.ca))
- Link from another site  
Please specify which site: \_\_\_\_\_
- Internet search engine
- Someone told me about the site
- I learned about it through the media (newspaper, magazine, television, etc.)
- Other  
Please specify: \_\_\_\_\_

6. In visiting this site today, were you: (select only one)

- Planning a visit to a museum → Go to question 8
- Following-up on a recent visit to a museum → Continue with question 7
- Neither → Go to question 8

7. Did you also visit the Web site BEFORE visiting the museum?

- Yes
- No

8. What are you looking for on a museum's Web space? (mark all that apply)

- Information for professional research
- Information for a college/university project or course
- Information for any other type of school project
- General information about the museum (directions, opening hours, admission fees, etc.)
- Schedule of special events (exhibitions, lectures, films)
- Information on the collections (specific object or objects)
- Learning resources (for school programs)
- Information on the museum's facilities (rooms for booking, etc.)
- Virtual exhibitions
- Web-based activities (entertainment, fun and games, contests, etc.)
- Discussion forum with other visitors
- Online question sessions with museum staff
- e-boutique / online shopping
- Discount offers
- Other

Please specify: \_\_\_\_\_

9. What kind of information on the collections do you expect to find on a museum's Web space? (mark all that apply)

- General information
- Description of objects in the collections
- Images of/from the collections
- Other

Please specify: \_\_\_\_\_

10. What do you think are the three main goals of a museum's Web space? Put a "1" in the box beside the item you think is the most important, a "2" beside the second most important and a "3" beside the third most important.

Promotion/marketing

Provide support for the museum's research mission

Provide support for the museum's educational mission

Provide information about the museum's hours, events, services and facilities

Increase access to the museum's information and related resources

Provide information that enhances your understanding or experience of the collections beyond what is found in the physical museum

11. Are you...

- Male
- Female

12. What is your age group?

- 14 or under
- 15-24
- 25-34
- 35-54
- 55-64
- 65 and over

13. Where do you currently live?

- Canada
- USA
- Mexico/Central America/South America
- Europe
- Africa
- Asia
- Oceania

**Thank you for taking the time to answer our questions.**

**Note that for respondents taking the survey from the VMC site, the questionnaire was slightly different:**

- Question 1: the option "Never" was not offered;
- Question 2: the first option was "Never" and "First visit" was replaced by "Once";
- Question 5: It read "How did you find out about the Web site of the Virtual Museum of Canada?". Also, "Link from another museum's Web space" was changed to "Link from a museum Web space" and the option "Link from the VMC Web site" was not offered.