

## **Wallingford Museum Visitor Survey Highlights 2019**

These key facts were collected as part of the national audience visitor research campaign, organised by the Arts Council.

### **Frequency of visit**

66% of visitors were visiting for the first time  
16% of visitors were making repeat visits, within the last twelve months.

### **Origin of Visitors**

89% of visitors were from the UK.  
11% of visitors were from overseas.

### **The Experience of the Museum Visit**

82% of visitors rated their experience of the museum displays as good or very good.  
99% of visitors rated their whole experience as good or very good.

### **Value for Money**

95% of visitors rated their visit as good or very good value for money.

### **Recommendation**

76% of visitors, on a scale of 1-10 scored 9 or 10 when asked if they would recommend friends and family to visit the museum.

### **Facilities**

82% of visitors rated the facilities good or very good. 81% of visitors rated the price of entry tickets as good or very good.

### **Welcome**

93% of visitors agreed or strongly agreed that Wallingford Museum was welcoming to the whole community.

### **Our Community and Town**

71% of visitors agreed or strongly agreed that Wallingford Museum encourages participation in community life and events.

81% of visitors agreed or strongly agreed that Wallingford Museum enhances the sense of community in Wallingford.  
93% of visitors agreed or strongly agreed that Wallingford Museum is good for Wallingford's image.