



**NEWCASTLE
MUSEUM**

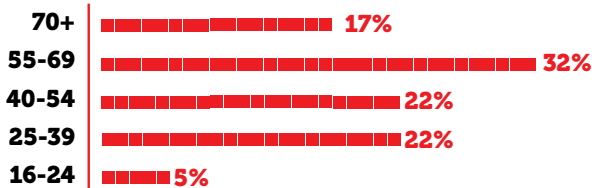
Museum Satisfaction

Survey Results

**Total Surveys
Completed**

804

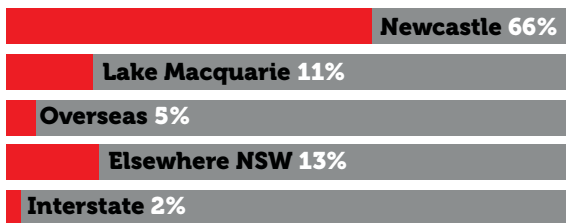
Age



Gender



Residence



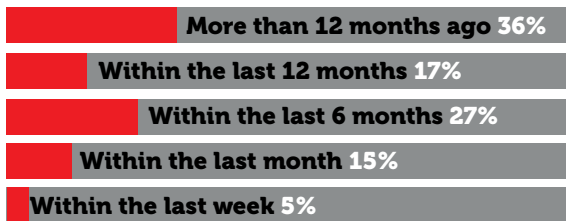
Time spent at Museum



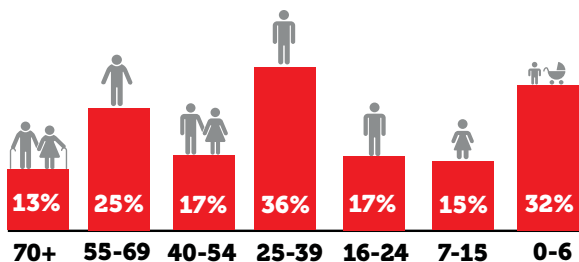
Group size



Last Visit



People in my group



Planning the visit - Top 3



33%

Word of mouth



31%

Newcastle Museum website



16%

Social media

Travel to the Museum

Private vehicle



Walk/cycle



Public transport



Other



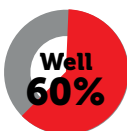
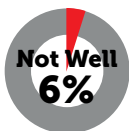
Reason for visit - Top 3

#1 Do something with friends and family **26%**

#2 See an exhibition or show **14%**

#3 Learn about Newcastle and its history **13%**

Museum vision to be a centre for and about Newcastle, is this being achieved?



80%

would recommend to a friend

Most satisfied - Top 3



90%

Overall cleanliness



84%

Customer service



76%

Accessibility

82%

overall satisfaction