

Day of the visit	Method of visit	Came with	Why did you visit this museum ?	aspects of the visit in relation to your needs? [Visiting hours]	of the visit in relation to your needs? [Getting to the site]	relation to your needs? [Visitor orientation]	aspects of the visit in relation to your needs? [Visiting route]	communication (panels, captions, mobile cards, audioguide)]	virtual reconstructions, downloadable applications, etc.)]	aspects of the visit in relation to your needs? [Guided tour]	relation to your needs? [Professionalism and courtesy of staff]	of the visit in relation to your needs? [Cleanliness and decorum]	needs? [Rest/reflection areas (armchairs, benches, etc.)]	aspects of the visit in relation to your needs? [Catering services]	following aspects of the visit in relation to your needs? [Shop]	following aspects of the visit in relation to your needs? [other]	Did the visit live up to expectations?	Overall, your experience was	From 1 to 10 what grade would you give the museum ?	following words do you most associate with the museum you visited?	following words do you most associate with the museum you visited?	
Sunday or	Free visit	partner/sp	to see bea	5	5	3	4	4	2 non ho	usu	5	4	4 non so	non so	non so	I felt welc	Positive	8	Temple	Documenta		
weekday	Free visit	partner/sp	to see bea	5	2	2	4	4	3 non ho	usu	5	5	5 non ho	usu	non ho	usu	non so	It was a po	Positive	9	Workshop	Documenta
weekday	Free visit	alone	to learn ne	5	4	5	5	4	4 non ho	usu	5	4	4 non ho	usu	fruito	I felt welc	Very positi	9	Temple	Book		
Sunday or	Free visit	friends/rel	to see bea	4	5	4	4	5	4 non ho	usu	5	4	4 non ho	usu	non ho	usu	non ho	I felt welc	Positive	9		Documenta
Sunday or	Free visit	family	to see imp	5	4	5	5	5	4 non ho	usu	5	4	4 non ho	usu	non ho	usu	non ho	It was muc	Very positi	9	Temple	Book
Sunday or	participati	partner/sp	to see bea	5	5	5	5	5	5 non ho	usu	5	5	5 non c'è	non c'è		I thought b	Don't know	7	Temple	Book		
Saturday	Free visit	friends/rel	to see bea	5	4	4	4	4	4 non ho	usu	5	4	4			It was a po	Very positi	9	Temple	Documenta		

Sunday or Free visit	alone	to see bea	5	4	5	4	3	3 non c'è	5	3	4			I felt welc	Positive	8 Temple	Documenta	
Saturday	Free visit	family	to see imp	5	5	5	4	4	4 non ho usu	4	4	3			I felt welc	Positive	9 Temple	Documenta
Sunday or Free visit	partner/sp	to see bea	5	4	4	4	5	4 non c'è	5	4	4 non c'è	non c'è	non c'è	I felt welc	Positive	8 Temple	Documenta	
Saturday	Free visit	partner/sp	to see bea	4	4	5	5	4	4 non ho usu	5	4	3			It was muc	Very positi	10 Temple	Book
weekday	Guided tou	an organis	to see bea	5	5	5	5	4	4	5	5	5			It was muc	Positive	9 Temple	Videogame
Saturday	Free visit	friends/rel	to see bea	5	5	5	5	5	5	5	5	5			It was muc	Very positi	10 Temple	Film
Sunday or Free visit	partner/sp	to see bea	5	3	3	4		4 non c'è	4						I felt welc	Very positi	9 Temple	Book
Sunday or Free visit	friends/rel	to see bea	5	4	4	4	4	3 non c'è	4	4	3				I felt welc	Positive	9 School	Documenta

weekday Free visit family to see bea 5 3 5 5 3 3 non c'è 5 5 5 I felt welc Positive 8 Temple Document:

Saturday Free visit partner/sp to see bea 5 4 4 4 4 4 non ho usu 5 4 4 It was a poPositive 8 Temple Book

Following words do you most associate with the museum you visited?	Following words do you most associate with the museum you visited?	Will you come back?	What would encourage you to come back?	What would you find interesting around the route?	What would you change?	Sex	Age	Postcode	Qualification	How many times have you visited a museum in the last 12 months?	Which of the following best describes your cultural habits?	In general, for you a place of culture is associated with:
Study	Stimulate	If it happens	new temporary exhibitions of German			M	67	1013	Diploma	5	art and culture are part of who I am learning	Museo archeologico nazionale di Reggio Calabria
Study	Stimulate	I don't know	I cannot answer this question			F	39	75000	Degree/Po	5	I like to participate often in cultural and artistic activities	Museo Archeologico Nazionale di Reggio Calabria
Study	Stimulate		cycles of cultural programmes (lectures)						Diploma		I like to participate often in cultural and artistic activities and culture, but I do not consider myself an avid user	Museo Archeologico Nazionale di Reggio Calabria
Study		Probably	New exhibition			F		69001	fr Diploma	2	of them and culture, but I do not consider myself an avid user	Museo Archeologico Nazionale di Reggio Calabria
Travel	Telling	If it happens	New exhibition			M	50	10100	Degree/Po	3	of them travelling	Museo Archeologico Nazionale di Reggio Calabria
Travel	Stimulate	Probably	cultural events (lectures, performances)			F	63	60306	Degree/Po	3	who I am travelling	Museo Archeologico Nazionale di Reggio Calabria
Travel	Teaching	If it happens	I cannot answer this question			M	41		Degree/Po	1	artistic activities	Museo Archeologico Nazionale di Reggio Calabria

Travel	Amaze	If it happen	cultural events (lectures, performances, concerts, meetings)	M		Diploma	none	I like to participate often in cultural and artistic activities	travelling	Museo Archeologico Nazionale di Reggio Calabria
Study	Teaching	If it happen	cultural events (lectures, performances, concerts, meetings)	F	90402	Diploma		I like to participate often in cultural and artistic activities	travelling	Museo Archeologico Nazionale di Reggio Calabria
Travel	Amaze	If it happen	New exhibition	M	34070	FR Diploma	none	I like to participate often in cultural and artistic activities	travelling, learning	Museo Archeologico Nazionale di Reggio Calabria
Study	Teaching	Probably	cultural events (lectures, performances, concerts, meetings)	F	08001	Degree/Post-graduate		I like to participate often in cultural and artistic activities	holiday, travelling, learning	Museo Archeologico Nazionale di Reggio Calabria
Travel	Teaching	Yes	New exhibition	F	29	Degree/Post-graduate		art and culture are part of work, who I am	learning	Museo Archeologico Nazionale di Reggio Calabria
Travel	Teaching	If it happen	cultural events (lectures, performances, concerts, meetings)	M		Degree/Post-graduate	4		travelling, learning	Museo Archeologico Nazionale di Reggio Calabria
Travel	Teaching	If it happen	cultural events (lectures, performances, concerts, meetings)	M		Diploma	none		holiday, travelling, to a special moment	Museo Archeologico Nazionale di Reggio Calabria
Study	Teaching		new temporary exhibitions of	F		Degree/Post-graduate	9	I like to participate often in cultural and artistic activities	holiday, travelling	Museo Archeologico Nazionale di Reggio Calabria

Travel	Teaching	Probably nNew exhibition	F	37	Diploma	I like to participate often in cultural and artistic activities and culture, but I do not consider myself an avid user of them	travelling, learning	Museo Archeologico Nazionale di Reggio Calabria
Study	Stimulate	If it happenI cannot answer this question	M		Diploma	none		Museo Archeologico Nazionale di Reggio Calabria