



The National Churchill Museum

Visitor Survey

Thank you for visiting the National Churchill Museum today. Please help us continue to improve the quality of the museum experience by answering these few questions. You can put the completed form at the Front Desk, send an email to the Assistant Director (sara.winingear@churchillmemorial.org) or mail it to the National Churchill Museum, 501 Westminster Ave, Fulton, MO 65251, ATTN: Assistant Director. Thank you for taking the time to help us improve the National Churchill Museum.

Date of Visit _____

Have you visited the Museum before?

Yes No

Purpose of visit:

- Quality family time
 School/homeschool field trip
 Visit with out-of-town family/friends
 Other (specify) _____

How many people visited with you today?

Please mark how many in each group.

- Infants/Toddlers (0-5)
 Young Children (6-12)
 Teen (13-18)
 Young Adult (19-59)
 Seniors (60+)

How did you hear about the Museum?

- Website (specify) _____
 Brochure/Travel Guide
 Mizzou Alumni magazine
 Television
 Radio
 Friend/Family
 Newspaper (specify) _____
 Other (specify) _____

How many miles away is your primary residence?

- 0-20 21-50 51-75
 76-100 101-150 151-200
 201-500 501-1000 1001+

Gender: Male Female

Your Age: _____

Please let us know about the quality of your Museum visit. Mark an 'X' in the box that best describes your response.

	Strongly Agree	Somewhat Agree	Agree	Somewhat Disagree	Strongly Disagree
The Museum staff is professional, well informed, and pleasant.	5	4	3	2	1
The Museum is clean and the exhibits are in good condition.	5	4	3	2	1
Admission is reasonable for a family activity.	5	4	3	2	1
The exhibits are engaging.	5	4	3	2	1
The Museum visit met my expectations.	5	4	3	2	1

Please contact me by

email _____

phone (and best time to call) _____

US Postal Service:

Name _____

Address _____

City _____ State _____ Zip Code _____

Please turn over for a few more questions.

Would you recommend the Museum to others? Yes No

Would you visit us again? Yes No

Are you a member of the Museum?

Yes No No, but I would like more information.

Benefits include the Museum quarterly magazine The Memo, monthly e-newsletters, free admission, invitations to special events, and the knowledge that your support helps ensure that Churchill's legacy lives on!

If you would like to receive the Museum monthly e-newsletter *Bits & Pieces* and public programming updates, please provide us with your email address. _____

What other attractions have you visited in the past six months?

In "Out State Missouri"

The Missouri State Capitol (Jefferson City) Arrow Rock, MO
 The Lake of the Ozarks Hermann, MO
 Branson Hannibal, MO
 Louisiana, MO
 Other (specify) _____

In Kansas City

Union Station Nelson-Atkins Museum of Art
 Truman Library Kemper Museum
 Worlds of Fun/Oceans of Fun Kansas City Zoo
 Crown Center Kansas City Royals
 Kansas City Chiefs Country Club Plaza
 Other (specify) _____

In St. Louis

St. Louis Zoo Art Museum
 History Museum Botanical Gardens
 Six Flags St. Louis Cardinals
 St. Louis Rams St. Louis Blues
 Other (specify) _____

Do you have any additional comments that we did not cover in this survey?