

# Mobile survey

October 2013

# Respondent profile

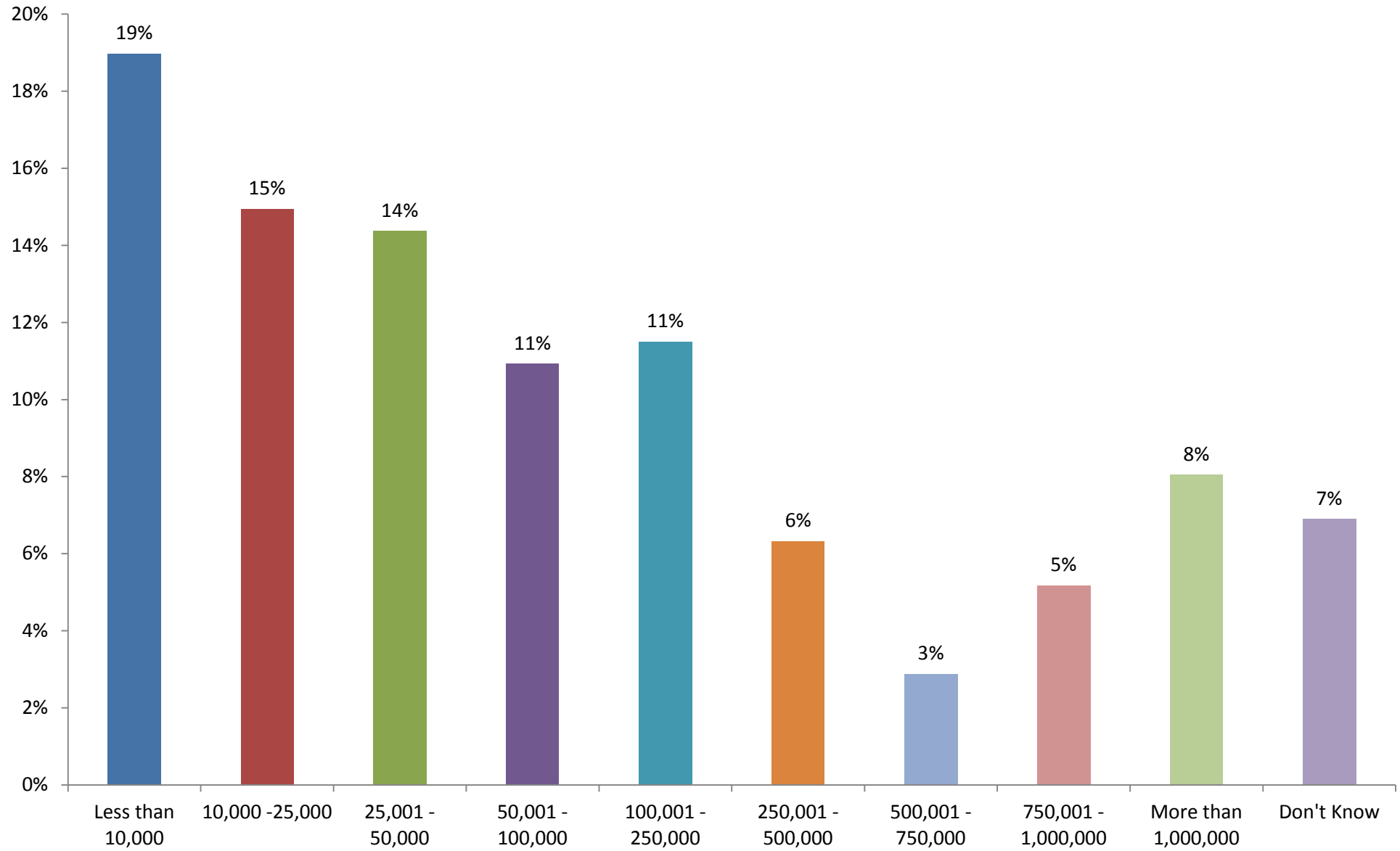
Total number of respondents: 175

Type of organisation	
Historic house/site	5%
Independent museum	37%
Local authority museum	27%
National museum	11%
University museum	7%
Volunteer-run museum	3%
Freelance/consultant	2%
Other	7%

Region/nation	
Channel Islands	1%
East Midlands	5%
East of England	7%
London	19%
North East	2%
North West	13%
Northern Ireland	2%
Scotland	11%
South East	13%
South West	12%
Wales	2%
West Midlands	5%
Yorkshire	6%

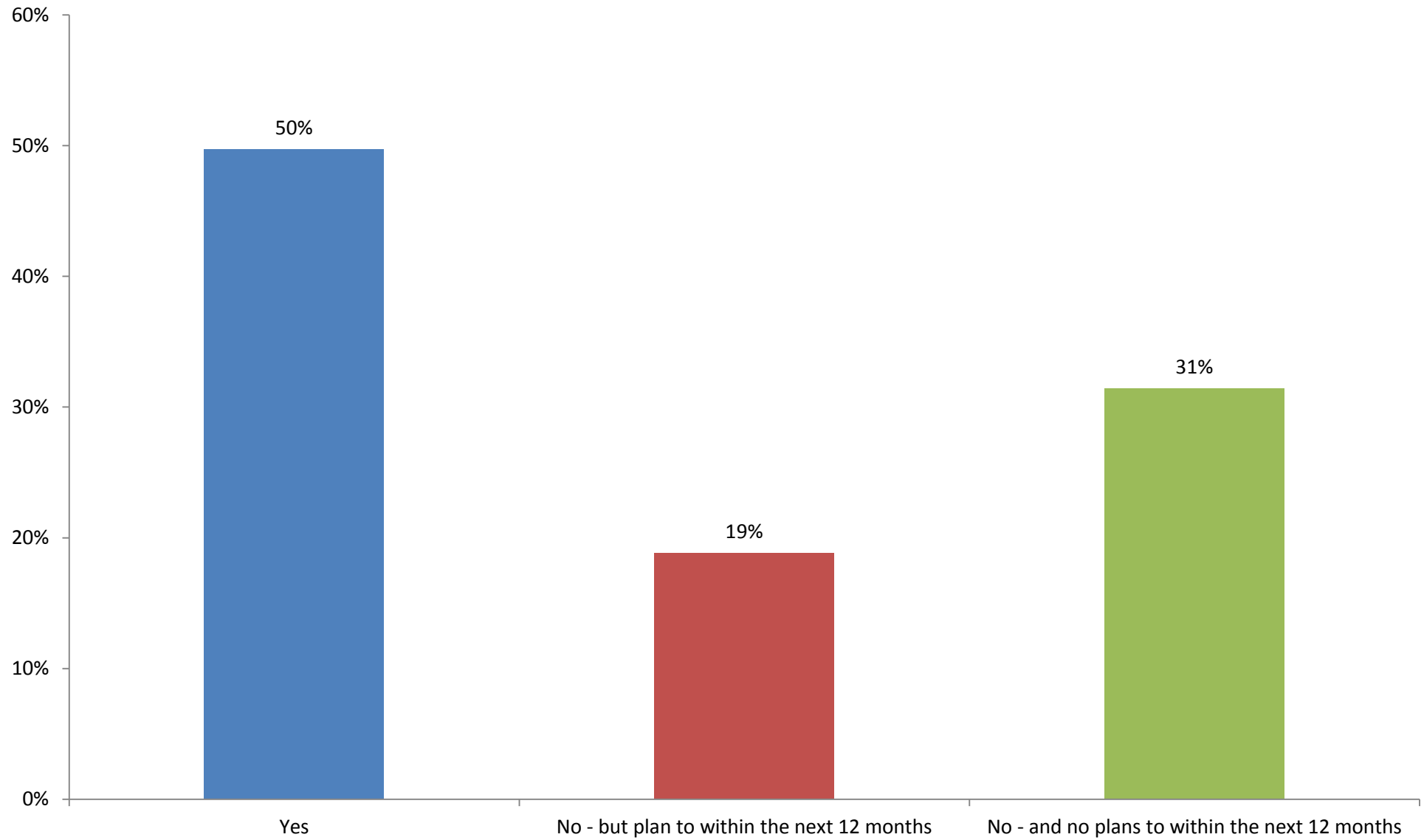
Number of visitors	
Less than 10,000	18%
10,000 – 25,000	14%
25,001 – 50,000	13%
50,001 -100,000	10%
100,001 – 250,000	10%
250,001 – 500,000	6%
500,001 – 750,000	3%
750,001 – 1,000,000	5%
More than 1,000,000	7%
Don't know	6%
No answer	9%

# 1. Approximately how many on-site visitors did you have last year?

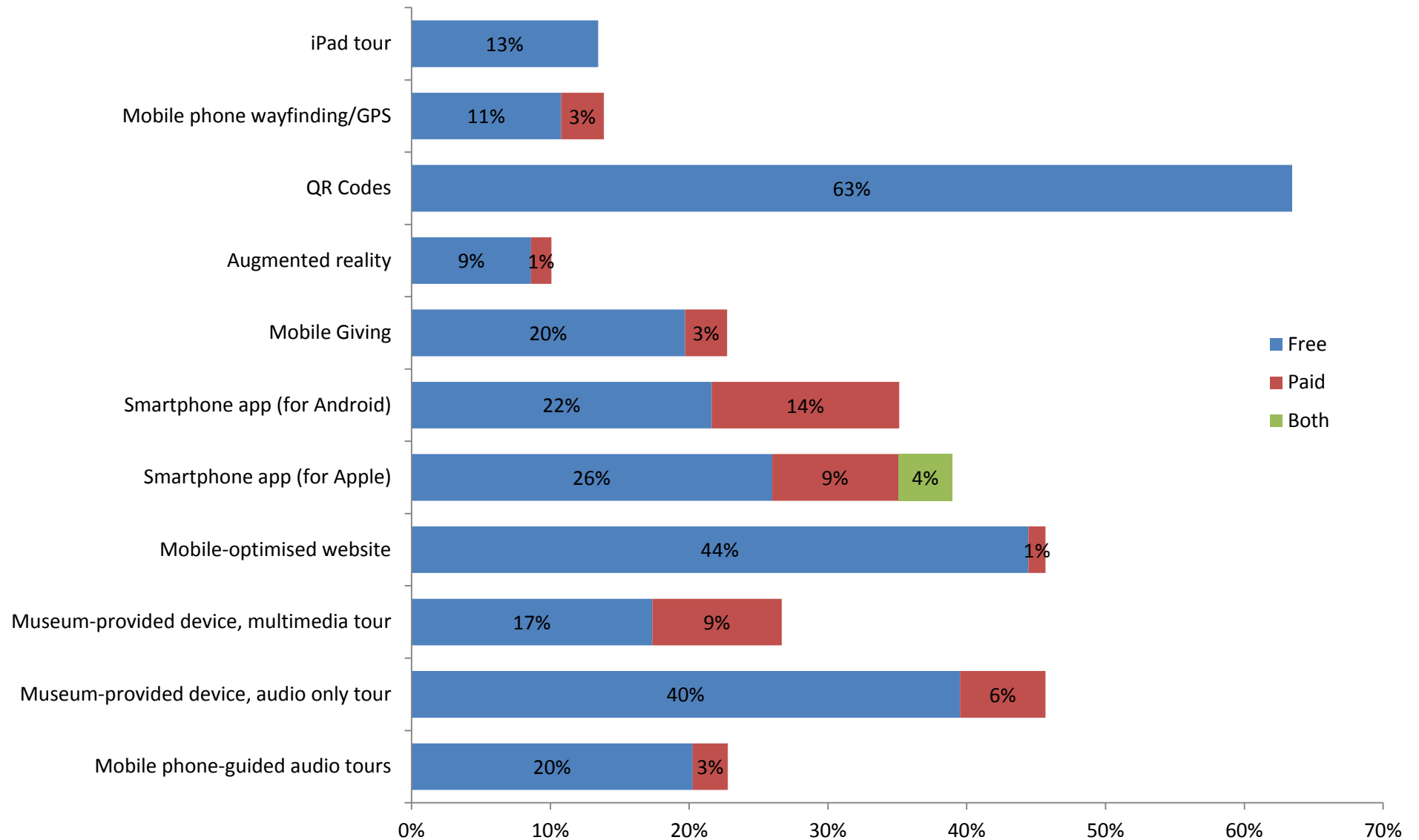


## 2. Do you currently have a mobile offer?

(Mobile technologies include handheld devices provided by the museum and visitors' personal devices, such as mobile phones)

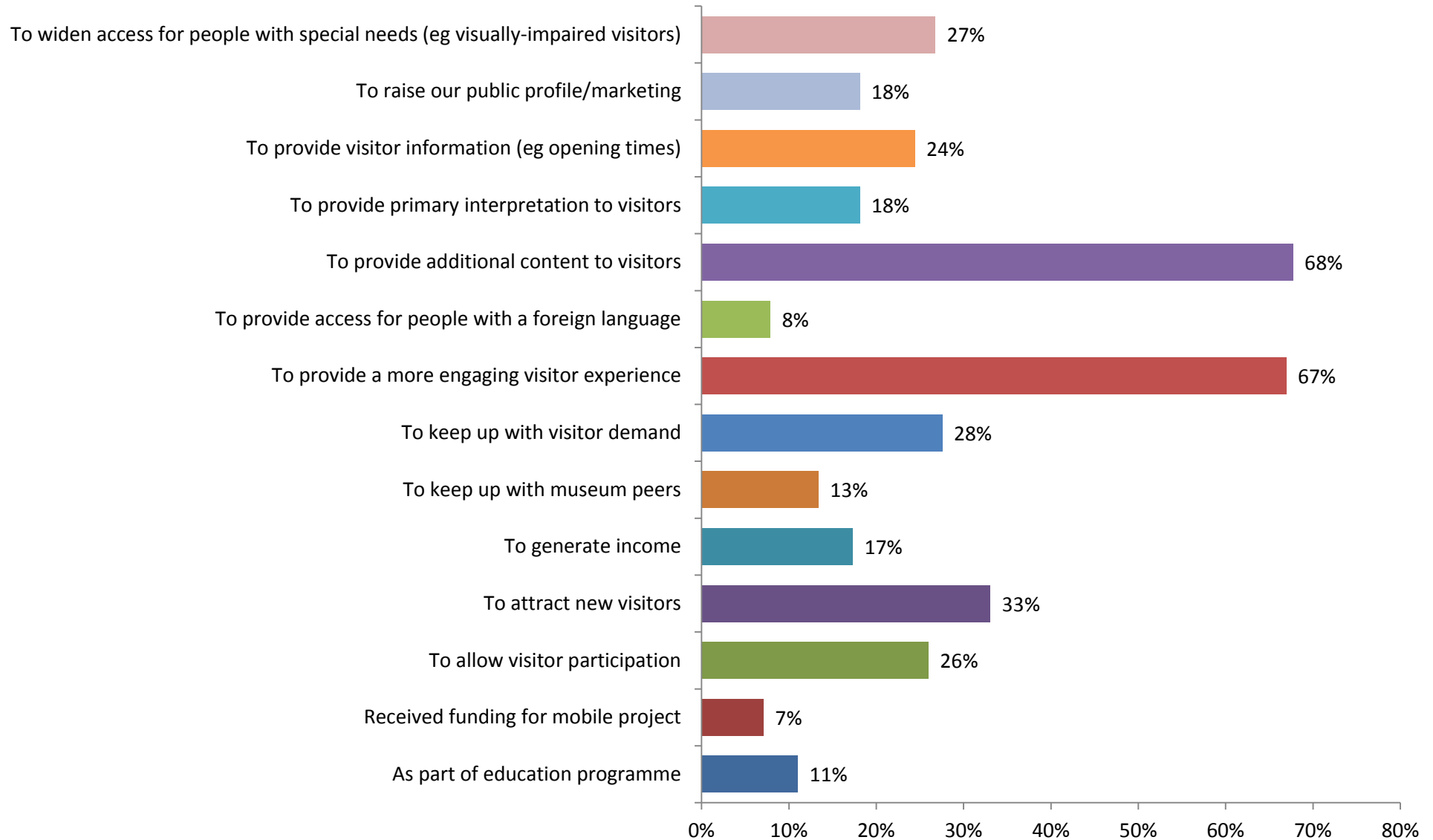


### 3. What mobile technologies does your museum currently provide to visitors?



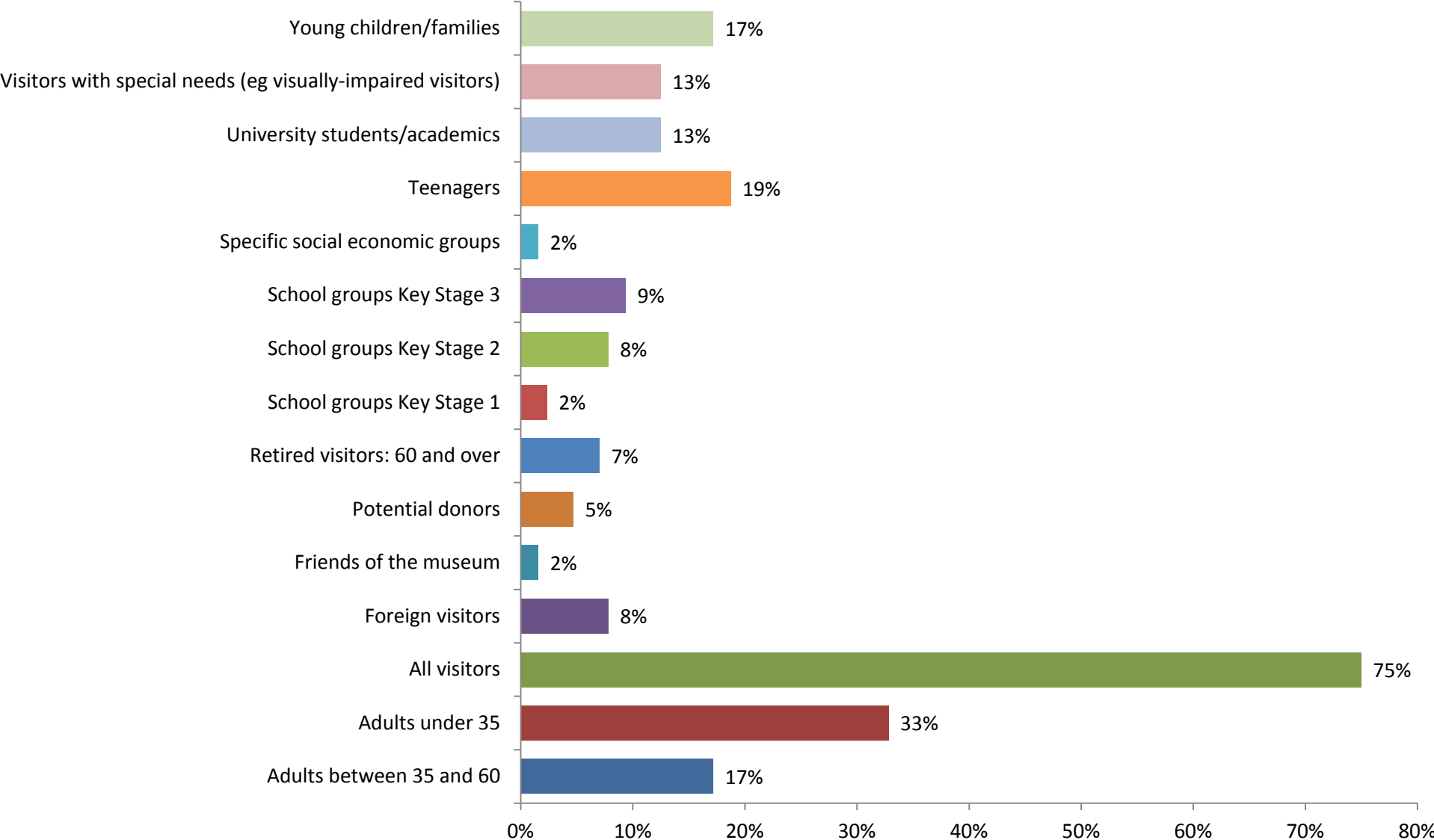
## 4. What are your main objectives in offering mobile technologies?

(Select up to three)

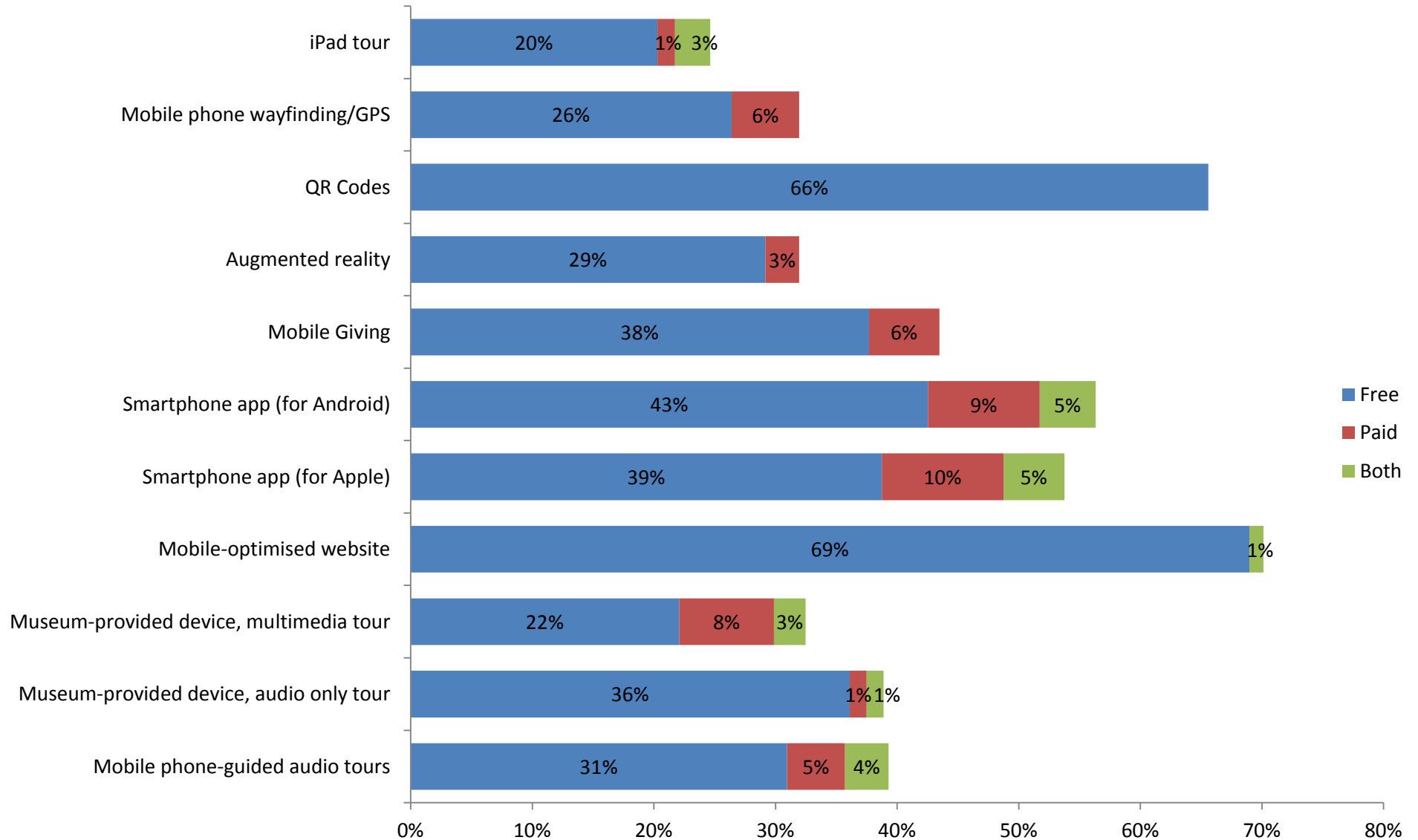


# 5. What demographic groups would you most like to target with your mobile offer?

(Select up to three)



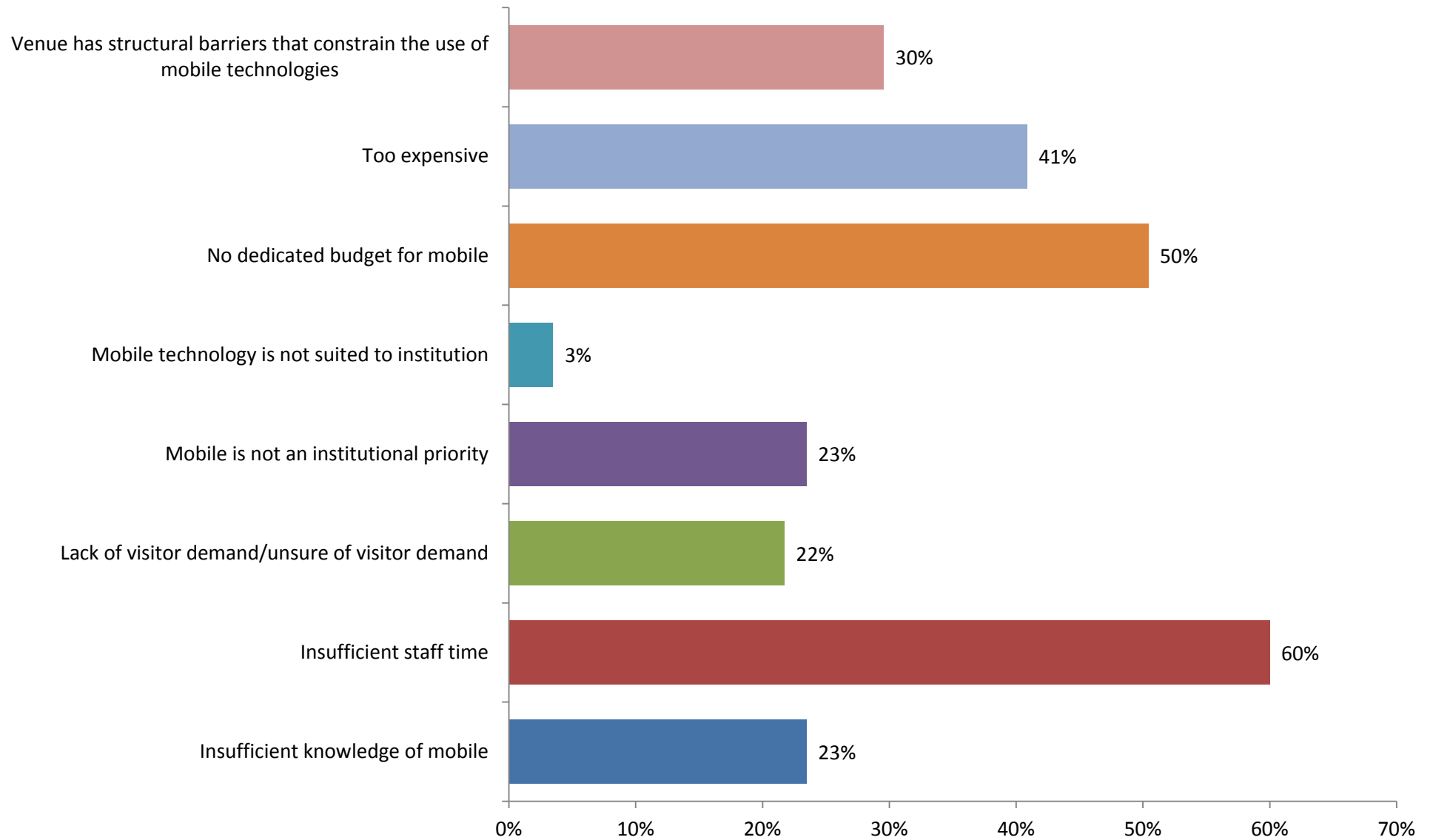
## 6. What mobile technologies does your museum plan to provide to visitors within the next 12 months?





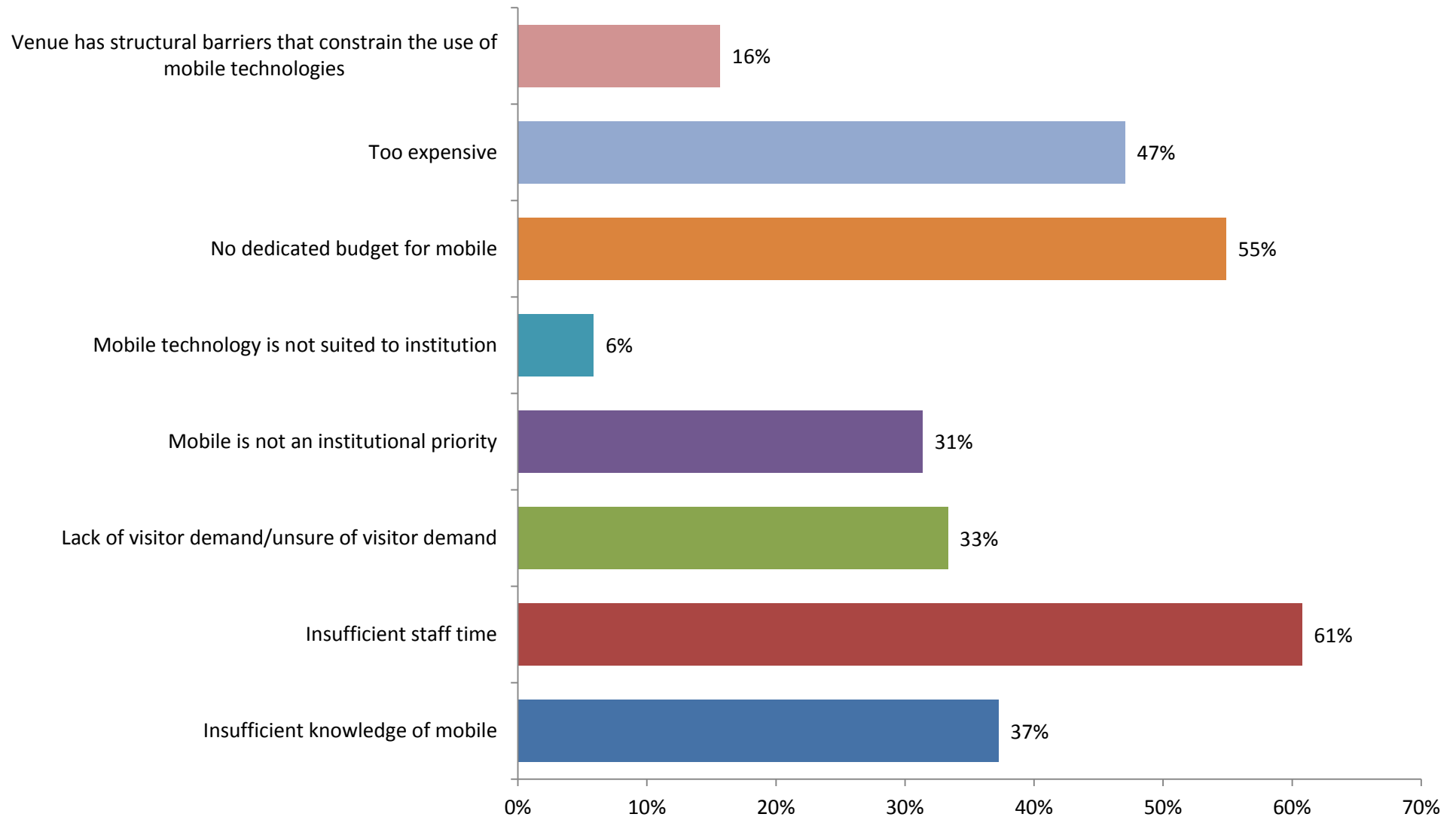
## 7. What are the barriers to increasing your mobile offer?

(Tick up to three)

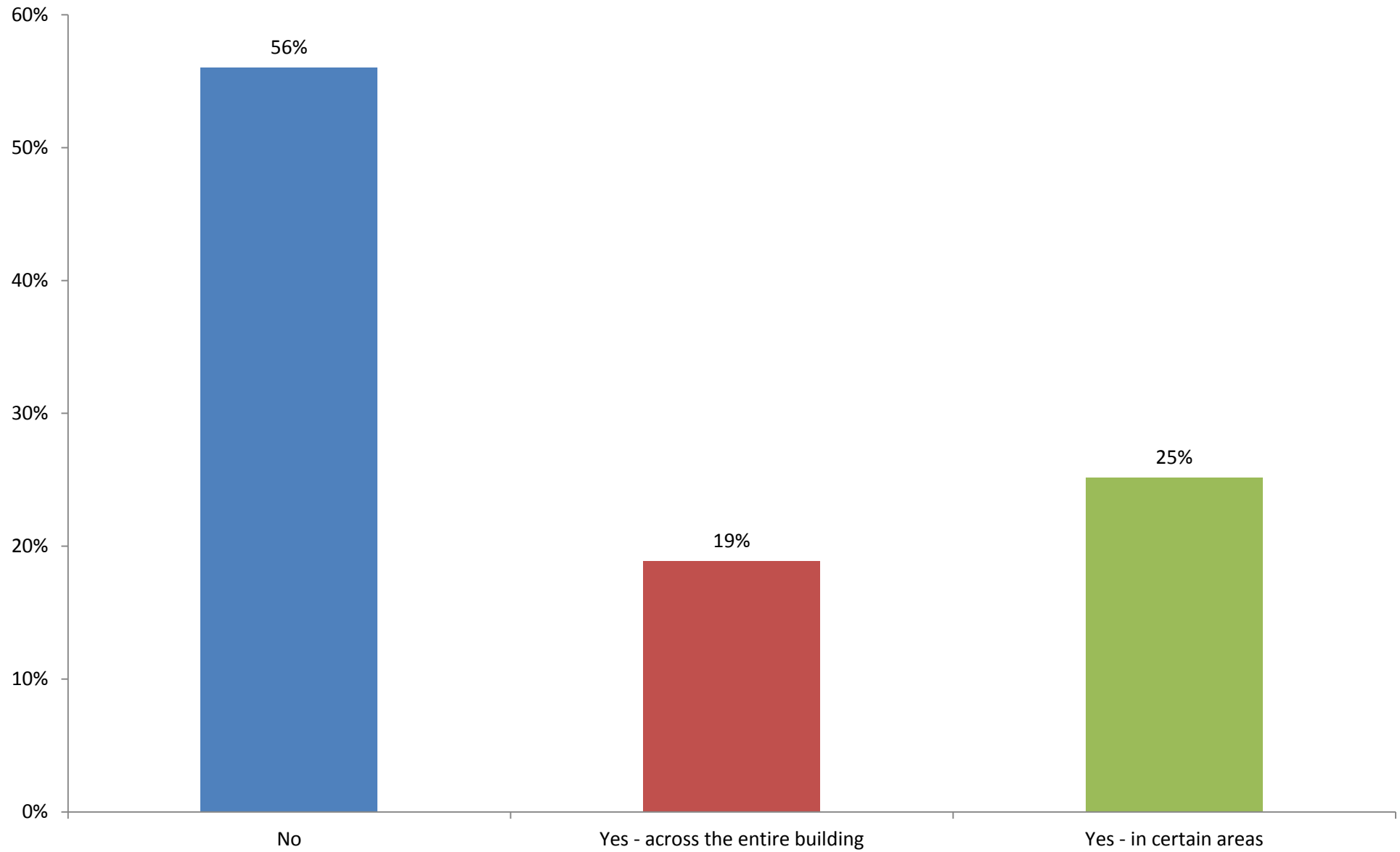


## 8. If you don't offer any mobile technologies and have no plans to within the next 12 months, please state the main reasons why:

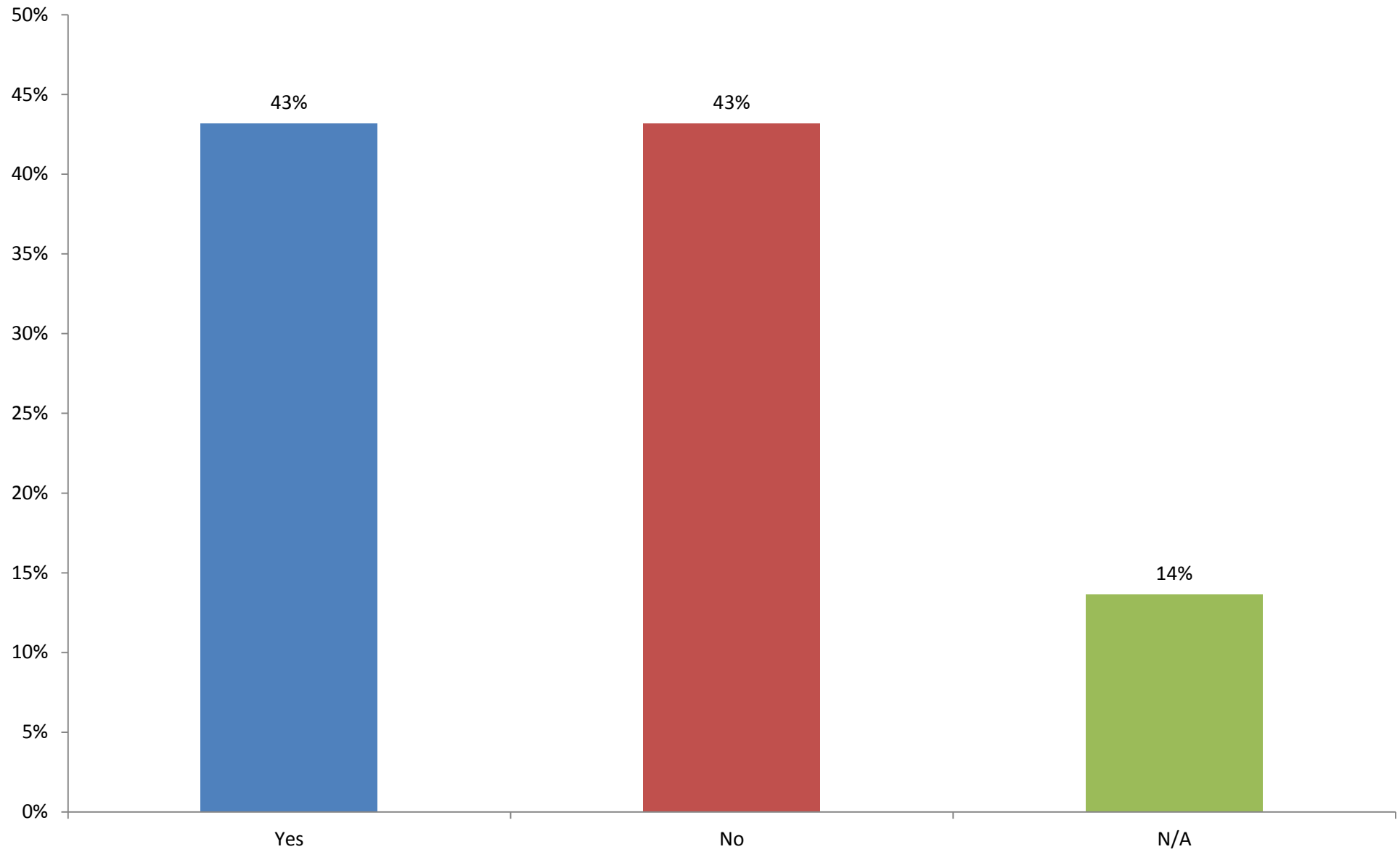
(Tick up to three)



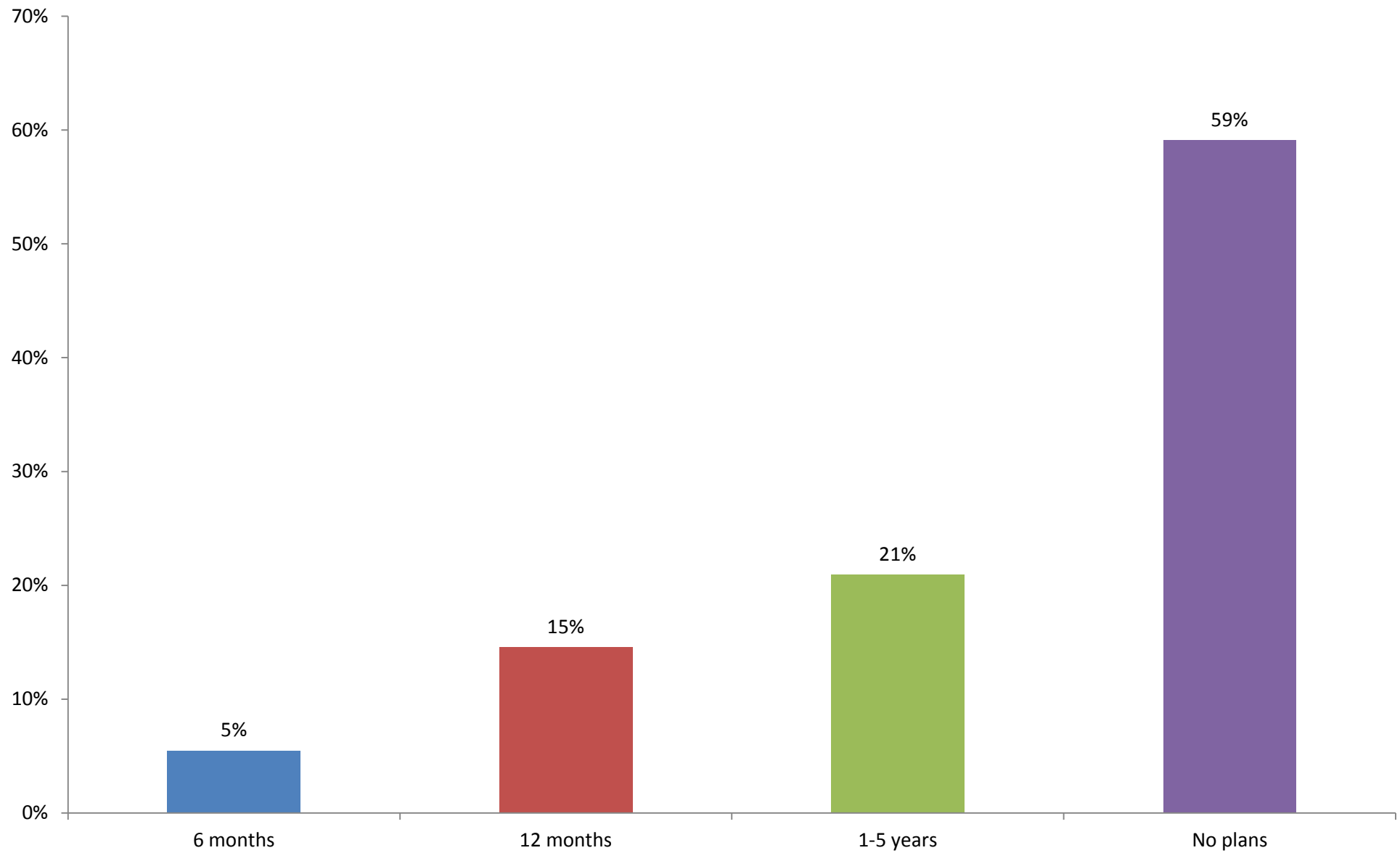
### 9. Does your organisation currently offer free wifi for visitors?



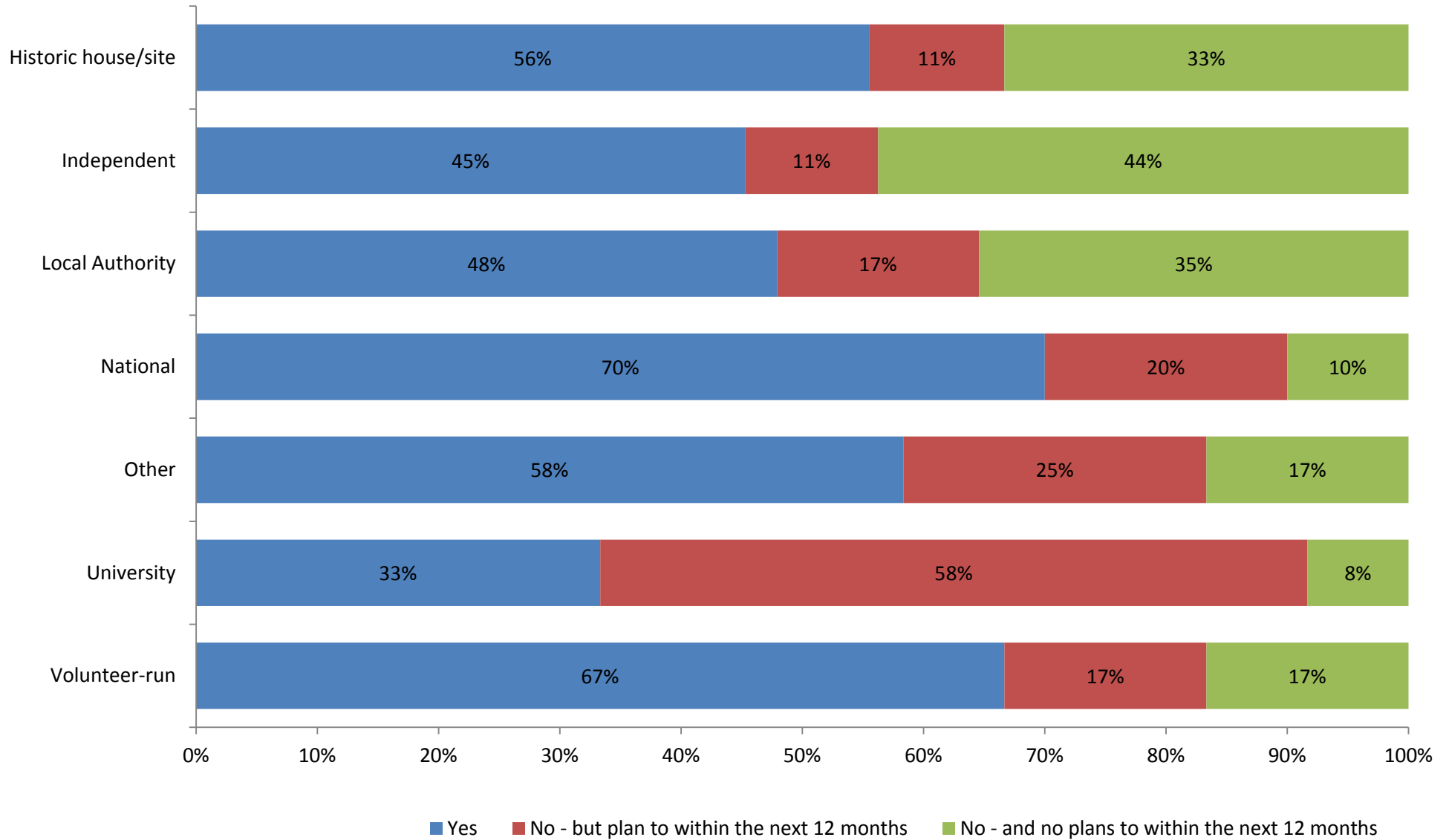
### 10. If yes, is it open access (ie no log-in required)



**11. If no, do you plan to start offering wifi within the next:**



## Mobile technology offer by organisation type



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