



Strategic Planning 2016, APPENDIX A

Online questionnaire posted at MarbleheadMuseum.org

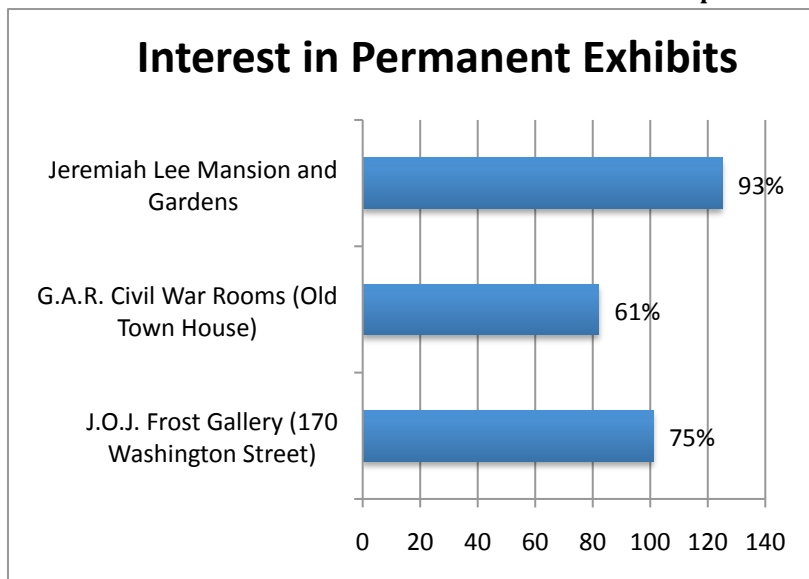
Constant Contact data results compiled from 140 survey respondents

Marblehead Museum is here to preserve, protect, and promote Marblehead's past as a means of enriching the present. The Museum welcomes people of all ages to discover what makes Marblehead extraordinary through innovative learning opportunities. The Museum's preeminent collection serves as the catalyst for exhibits, programs, lectures, and activities that connect individuals to the past and present, broadening their perspectives and knowledge of the wider world.

1) Over the past two years, the Museum has offered the following variety of activities. Which are of interest to you and your family?

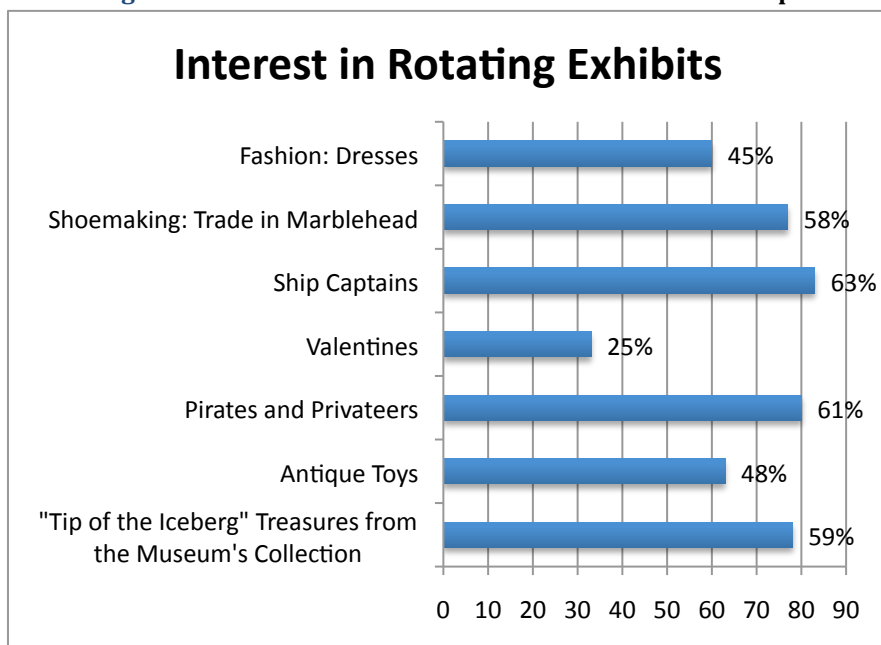
a. Permanent Exhibits

134 respondents



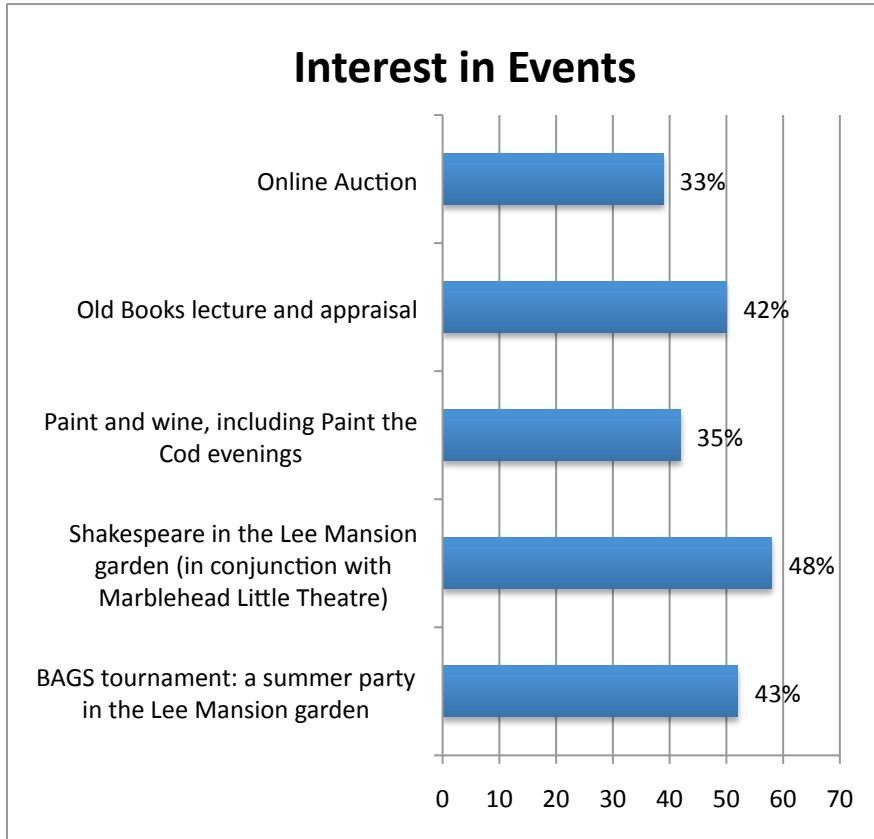
b. Rotating Exhibits

132 respondents



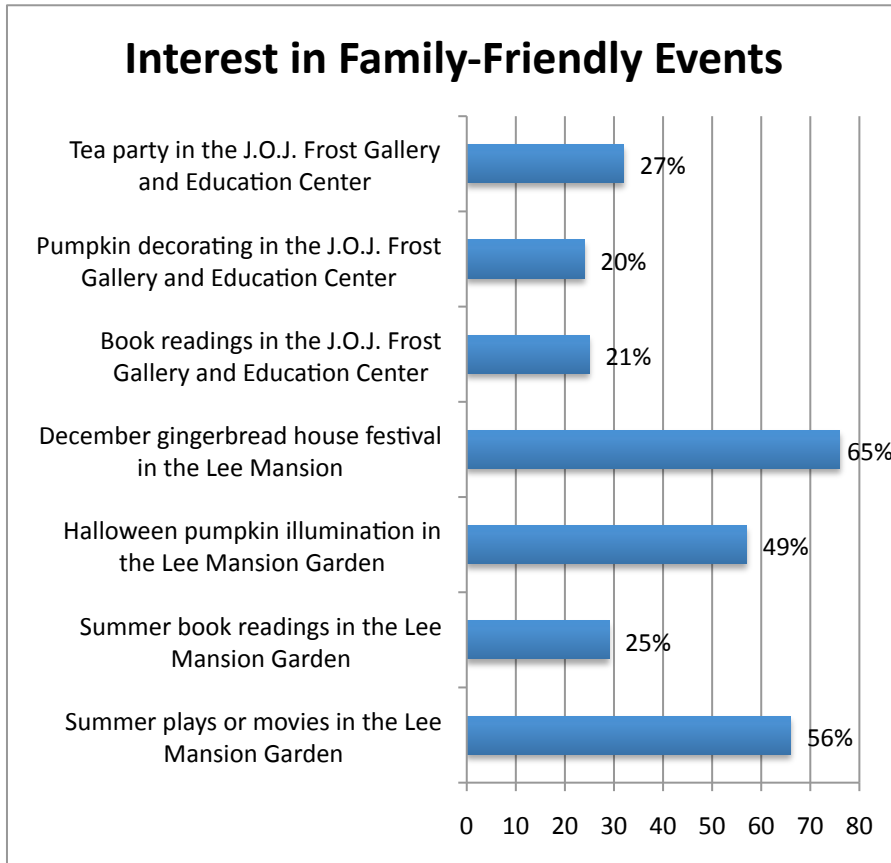
c. Events

120 respondents

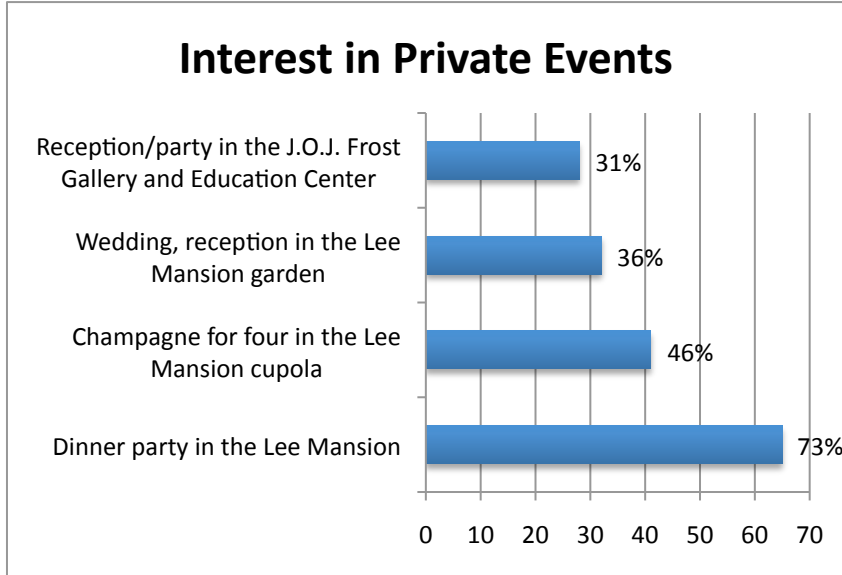


d. Family-Friendly Events

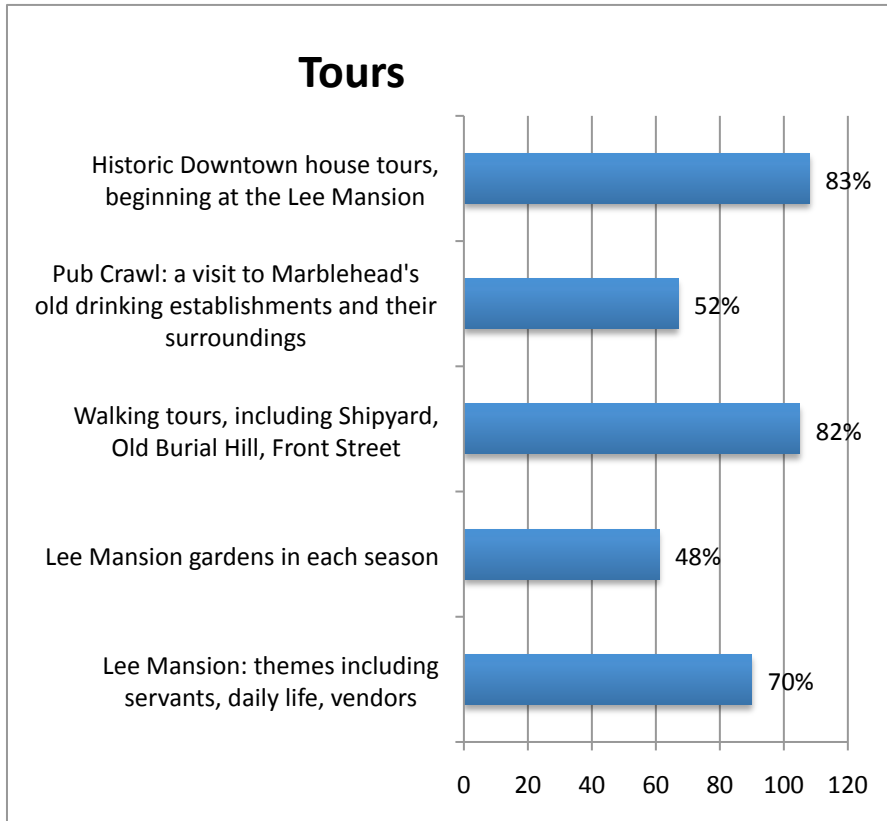
117 respondents



e. Private Events (Museum rentals for your event) 89 respondents

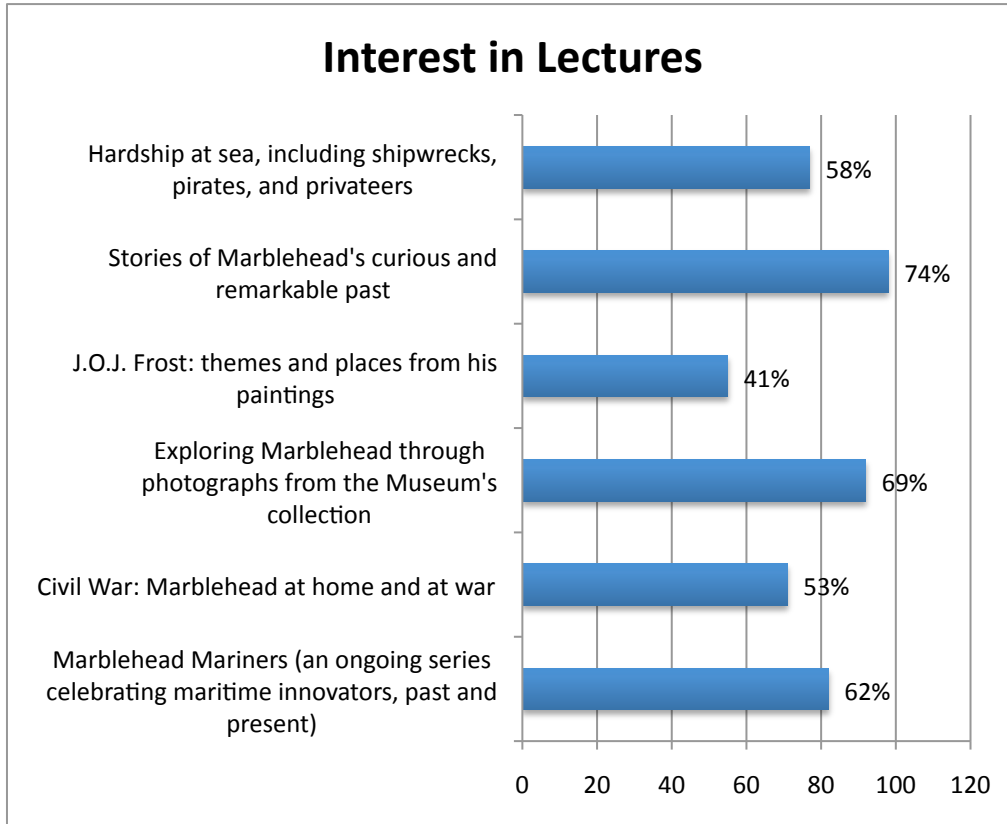


f. Tours 128 respondents



g. Lectures

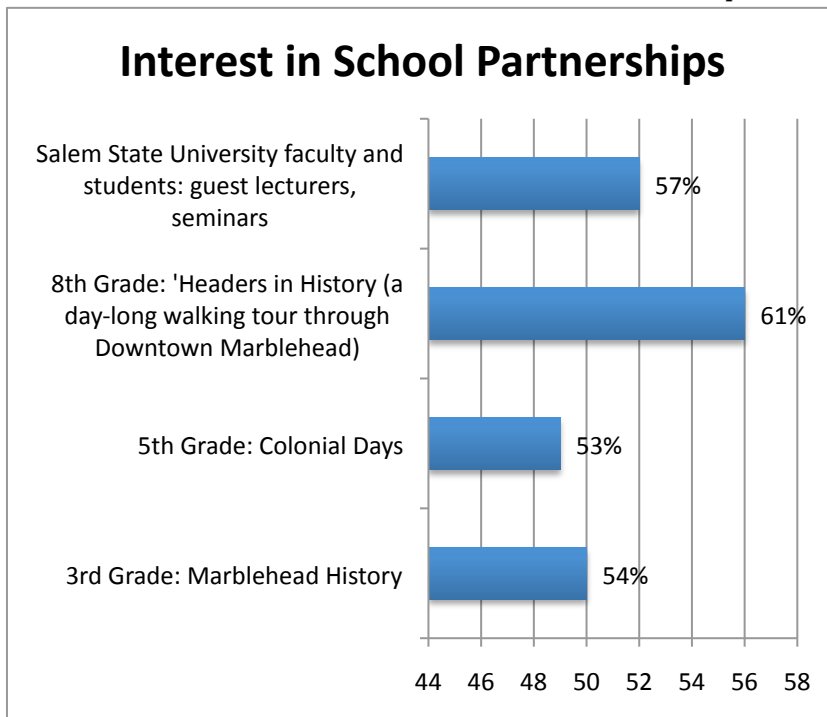
133 respondents



h. School Partnerships

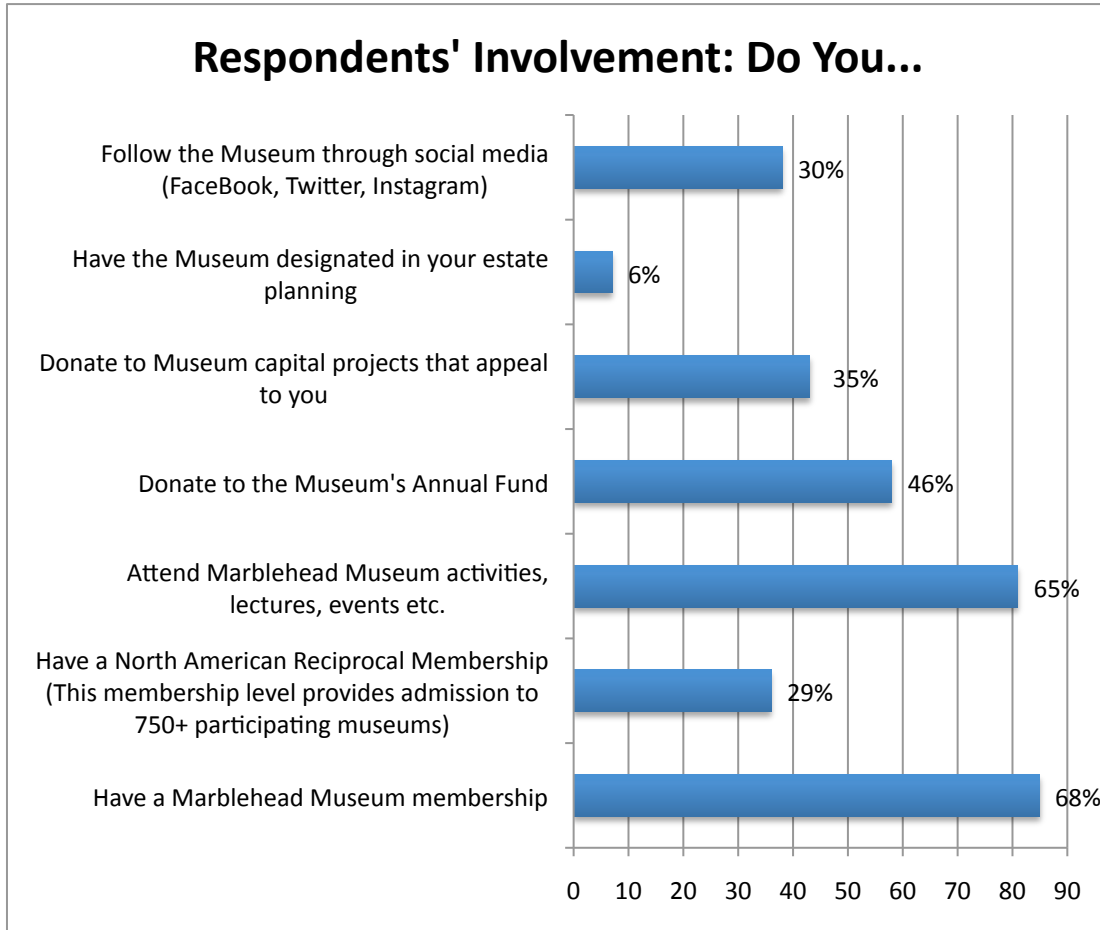
(Free of charge programming offered to Marblehead Public Schools, Marblehead Community Charter Public School, Cohen Hillel Academy and Tower School)

92 respondents

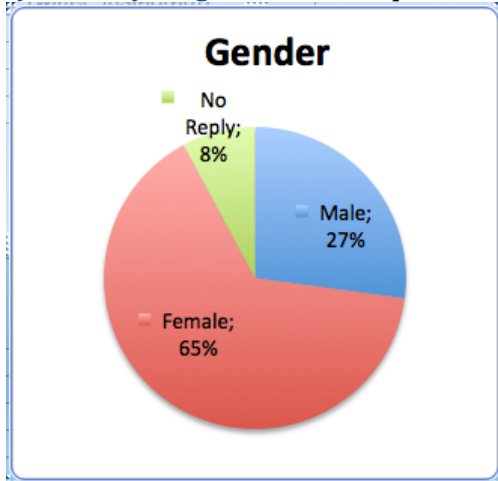


2) The Museum counts on financial support from people like you...

125 respondents



3) What is your gender? 140 respondents

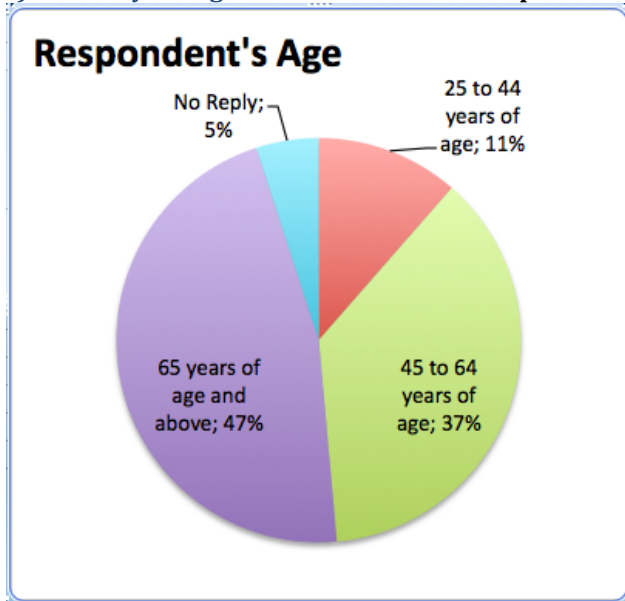


Male: 38 respondents

Female: 91 respondents

No reply: 11 respondents

4) What is your age? 140 respondents



25 to 44 years of age: 16 respondents
45 to 64 years of age: 52 respondents
65 years of age and above: 65 respondents
No reply: 7

5) If you are *not* a Marblehead Museum member, please tell us why. (Comments available upon request)

6) Do you have any final thoughts to share about the Museum? (Comments available upon request)

7) In thanks for taking our survey, would you like two complimentary passes to the Lee Mansion?

- 73 respondents (52%) provided an email address to receive the Lee Mansion passes.

8) Would you like to be added to our mailing list?

- 41 respondents (29%) asked to be added to the Museum's mailing list.