

# Survey for visitors to Hokkaido University Museum

Thank you for visiting the Hokkaido University Museum. To further enrich the contents of the museum, Hokkaido University has prepared this survey for all visitors, and we appreciate any feedback from visitors of all background. We also prepared a small gift for all visitors who assisted us in the answering of the survey. Please bring the completed survey to researchers who are located outside the main entrance in exchange for the gift.

<Regarding the Survey>

Please circle the appropriate answer or write within the ( ) bracket.

**What time did you entered the Hokkaido University Museum.**

**Q1 Entering Time.**

1. 10 : 00~12 : 00      2. 12 : 00~17 : 00      3. 17 : 00~22 : 00

**Some questions about yourself.**

**Q2 Gender**

1. Male      2. Female

**Q3 Age**

1. Teenager of younger    2. 20's      3. 30's  
4. 40's      5. 50's      6. 60's  
7. 70's      8. 80's or higher

**Q4 Occupation**

1. Elementary Student    2. Middle School Student  
3. High School Student ( grade )  
4. College Student      5. Business Man      6. Other ( )

**Q4-1 Please answer this section if you are related to Hokkaido University**

1. Student      2. Graduate  
3. Family of student or graduate    4. Staff  
5. Family of staff

**Q5 Where do you live?**

1. Sapporo      2. Hokkaido(Outside Sapporo)    3. Japan(Outside Hokkaido)  
4. China      5. Taiwan      6. Korea      7. Hong Kong  
8. Thailand    9. Malaysia    10. Singapore    11. Other ( )

**Some questions for visitors to Sapporo.**

**Q5-1** What is the main purpose of your visit to Sapporo, Hokkaido. Please choose.

- 1. Tourism
- 2. Work
- 3. Other ( )

**Q5-2** What kind of travel did you take this time.

- 1. Group Tour
- 2. Personal Tour
- 3. Other ( )

**Questions regarding Hokkaido University and Hokkaido University**

**Q6** Is visiting the Museum the main purpose of your visit to Hokkaido University?

- 1. Yes
- 2. No

**Q7** How many times have you been to this museum?

- 1. First Time
- 2. Second Time
- 3. Third Time or more.

**Q8** Please choose all reasons why you decided to visit this museum.

- 1. To see the exhibitions
- 2. To participate in museum events
- 3. To use the café
- 4. To visit the museum shop
- 5. To use the toilet
- 6. To rest
- 7. Other ( )

**Q9** Where or how did you know about this museum? Please choose all appropriate answers.

- 1. Museum website
- 2. Websites outside of museum
- 3. Twitter
- 4. Facebook
- 5. Other SNS
- 6. T.V., radio
- 7. Travel magazines, guide books
- 8. Poster, Flyers
- 9. Travel agency
- 10. Travel information center
- 11. Tourism Guide
- 12. Accommodation
- 13. Friends and family
- 14. Passing through
- 15. Other ( )

**Q10** What kind of item or product do you look forward to the most while in the museum shop. Please choose the most appropriate answer.

- 1. Items representing Hokkaido
- 2. Items representing Hokkaido University
- 3. Items representing the Museum
- 4. Other ( )

**Q11** If you bought or is about to buy items from the gift shop, what would be the purpose of your purchase? Please choose all appropriate answers.

- 1. Gift for family
- 2. Gift for friends
- 3. Gift for your own
- 4. Did not purchase
- 5. Other ( )

**Q12** What did you have or will have for your meal at the “Museum-Café Polas.”  
Please choose all appropriate answers.

- 1. Food
- 2. Soft drinks
- 3. Alcoholic drinks
- 4. Sweets
- 5. Didn't have anything
- 6. Other ( )

**Q13** Where did you go or will go today, within Hokkaido University. Please choose all appropriate answers

※For location and names please refer to the map next to the counter where you got this survey sheet.

- 1. Information Center“Elm Forest Shop”
- 2. Conference Hall
- 3. Centennial Hall
- 4. Café & Shop “Hokudai marche”
- 5. Central Library
- 6. Sakushukotoni River
- 7. Central Lawn
- 8. Furukawa Hall
- 9. Bust of Dr.William S.Clark
- 10. Clark Memorial Student Center
- 11. Hokkaido University Archives
- 12. Graduate School of Agriculture
- 13. Archaeological Research Center
- 14. Chuo Cafeteria, HU Co-op
- 15. Ono Pond
- 16. Poplar Avenue
- 17. Experimental Farm
- 18. Gingko Avenue
- 19. Hokkaido University Hospita
- 20. Enyu Gakusha Community Hall
- 21. The Second Farm
- 22. Lecture room, labs etc.
- 23. Botanic Gardens
- 24. Restaurant or cafeteria not listed above
- 25. Whole campus
- 26. Old buildings
- 27. Only the museum
- 28. Other ( )

**Q14** After visiting the museum, how did your image of Hokkaido University change?  
Please choose the most appropriate answer.

- 1. Got much better
- 2. Got better
- 3. No change
- 4. Got worse
- 5. Got really bad

Please write your reasons.

Thank you for your help in answering of the survey.  
Please hand in this to researchers who are located outside the main entrance.