**2023** 年深圳惠风古陶博物馆展览及社教观众调查报告

调查时间： 2023 年1月——2023 年 12 月 发放 1500 张， 回收有效问

卷总数 1340 张

1.性别分布

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 性别 | 男 | 女 | 缺失 | 总数 |
| 人次 | 694 | 616 | 30 | 1340 |
| 百分比 | 51.79% | 45.97% | 2.24% | 100% |

2.年龄段分布：

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 年龄段 | 15 以下 | 16—25 | 26—45 | 46—55 | 55 以上 | 缺失 | 总数 |
| 人次 | 354 | 257 | 390 | 68 | 80 | 192 | 1340 |
| 百分比 | 26.42% | 19.18% | 29.01% | 5.07% | 5.97% | 14.33% | 100% |

3.职业：

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 职业 | 人次 | 百分比 | 职业 | 人次 | 百分比 | 职业 | 人次 | 百分比 |
| 退休 | 9 | 0.67% | 金融 | 6 | 0.45% | HR | 10 | 0.75% |
| 自由 | 90 | 6.72% | 公安 | 13 | 0.97% | 出纳 | 7 | 0.52% |
| 学生 | 550 | 41.04% | 厨师 | 11 | 0.81% | 天然气 | 10 | 0.75% |
| 教师 | 71 | 5.30% | 职员 | 37 | 2.76% | 计算机 | 22 | 1.64% |
| 医生 | 10 | 0.75% | 销售 | 12 | 0.90% | 营业员 | 13 | 0.97% |
| 农民 | 10 | 0.75% | 工人 | 11 | 0.81% | 公务员 | 8 | 0.60% |
| 房产 | 11 | 0.81% | 个体 | 30 | 2.24% | 工程师 | 20 | 1.49% |
| 经理 | 9 | 0.67% | 导游 | 10 | 0.75% | 缺失 | 36 | 2.68% |

4.对深圳惠风古陶博物馆展示内容的评价

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 评价 | 丰富 | 较丰富 | 一般 | 不清楚 | 缺失 |
| 人次 | 791 | 493 | 46 | 0 | 10 |
| 百分比 | 59.02% | 36.80% | 3.43% | 0% | 0.75% |

5.对临时展览与活动教育相结合的展示方式的评价：

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 评价 | 新颖 | 人性化 | 一般 | 不清楚 | 缺失 |
| 人次 | 681 | 519 | 80 | 18 | 42 |
| 百分比 | 50.82% | 38.73% | 5.97% | 1.34% | 3.13% |

6.对深圳惠风古陶博物馆文化创意产品的评价：

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 评价 | 新颖 | 丰富 | 有趣 | 一般 | 缺失 |
| 人次 | 433 | 462 | 365 | 30 | 50 |
| 百分比 | 32.31% | 34.48% | 27.24% | 2.34% | 3.73% |

7.2023年深圳惠风古陶博物馆临时展览、社科普及、线上活动评价总汇：

|  |  |
| --- | --- |
| 展览名称 | 评价（多项选择，请打 √ ) |
| 好看 | 看懂了 | 有启发 | 不好看 | 看不懂 | 没启发 |
| 临时展览 | 83362.16% | 33725.14% | 33124.70% | 90.74% | 201.48% | 0 |
| 社科普及 | 82761.71% | 34325.59% | 33024.62% | 0 | 100.74% | 100.74% |
| 线上活动 | 69651.94% | 34425.67% | 25619.1% | 644.7% | 201.48% | 100.74% |

8.您对深圳惠风古陶博物馆总体满意度为：

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 满意度 | 满意 | 较满意 | 一般 | 不满意 | 缺失 |
| 人次 | 806 | 474 | 40 | 9 | 11 |
| 百分比 | 60.14% | 35.37% | 2.99% | 0.67% | 0.82% |