Week 9­ – task 1

The table illustrates how many costumers went to Ashdown Museum in the year before and the year after its refurbishment, with the pie charts providing the public satisfaction percentage.

Overall, there is an increase in both the number of visitors and the satisfaction percentage after facelift.

The surveys’ results show that generally three-quarter of visitors were satisfied with the new museum. The proportion of very satisfied customers had an increase from 15% to 35% of the total, which is the biggest rise. The majority of people who were asked about their fulfilment stated that they were satisfied with the refurbished museum, accounting for 40% which saw a 10% increase.

However, there is a noticeable decrease in the number of dissatisfaction clients, from 40% to 15%, and also the percentage of very dissatisfied visitors halved which wasn10% before it refurbished.

There were nearly 20,000 more clients in the new year compared with the year before facelift, so apparently refurbished museum attracted more visitors and their satisfaction too.