The Summary of Possession's Survey in eighth floor
From 14 March to 5 May 2013

This exhibition has 32,222 visitors and can divide in gender, age as follows

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Male	average	42.6 %	(26 persons)
Female	average	57.4 %	(35 persons)
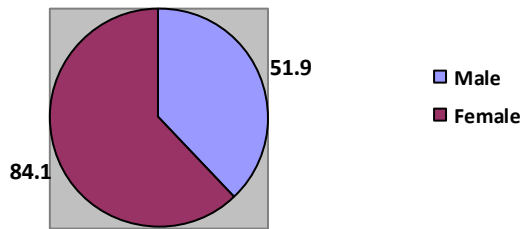
From a random survey which taken from 61 visitors
Personal information of visitors who taken a survey
1. Gender Most of the visitors is female accounted for 57.4 percent and 42.6 percent of male
**2. Occupation** Most of the visitors is student and undergraduate accounted for 45.9 percent of all class

Student and undergraduate	28	persons average		45.9 %
Teacher	7	"	"	11.7 %
Government Official	3	"	"	5.0 %
Business Owner	5	"	"	8.3 %
Private Company Employee	8	"	"	13.3 %
Artist	2	"	"	3.3 %
Related Professionals (Curator, Critics)	4	"	"	6.7 %
Other	3	"	"	5.0 %
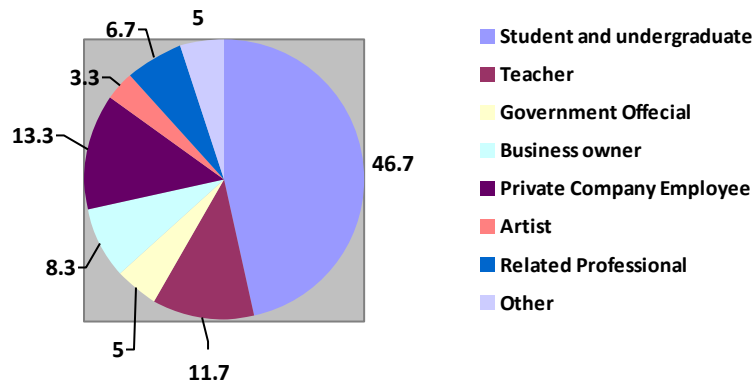
. 3. Domicile Most of the visitors have come from Bangkok

Bangkok	average	65.6 %

Other/Countries   average   34.4 %

34.4

65.6

■ **bangkok**
■ **Other/Countries**
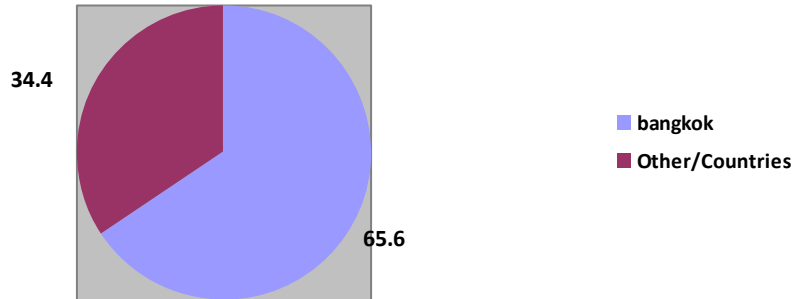
3. Most visitors know about us from magazine accounted for 37.2 % and can described the other as follows

Magazine	16	persons	average	37.2 %
Poster	6	"	"	14.0 %
Advertisement	2	"	"	4.7 %
Newspaper	1	"	"	2.3 %
Television	1	"	"	2.3 %
Walk in	18	"	"	29.5 %
Other	11	"	"	25.6 %

18

37.2

29.5

2.3 **2.3 4.7**   **14**

□ **magazine**

■ **poster**

□ **advertisement**

□ **newspaper**

■ **television**

■ **walk in**

■ **other**
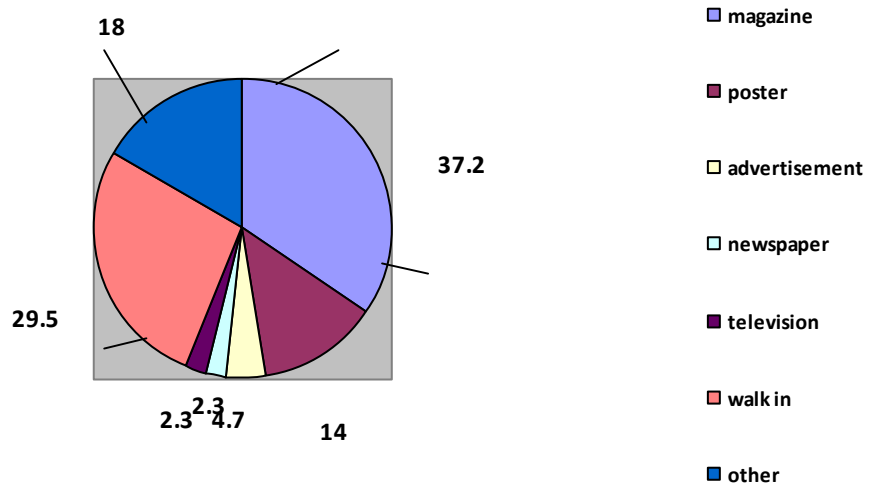
Satisfaction after viewing the exhibition

The exhibition title
Excellent	40.6 %
Very good	42.0 %
Good	12.4 %
Fair	3.4 %
Poor	0.2 %
Not identify	1.1 %

The exhibition concept
Excellent	38.7 %
Very good	48.4 %
Good	11.7 %
Fair	0 %
Poor	0 %
Not identify	0 %

The presentation of artwork
Excellent	31.9 %
Very good	48.7 %
Good	14.6 %
Fair	1.6 %
Poor	1.8 %
Not identify	1.4 %

The installation of artwork
Excellent	40.0 %
Very good	44.2 %
Good	7.5 %
Fair	6.9 %
Poor	0 %
Not identify	1.4 %

The lighting in the exhibition
Excellent	50.3 %
Very good	29.5 %
Good	17.4 %
Fair	1.1 %
Poor	0 %
Not identify	1.6 %

The exhibition layout
Excellent	30.2 %
Very good	32.7 %
Good	20.1 %
Fair	12.3 %
Poor	2.3 %
Not identify	2.3 %

The information and captions in the exhibition
Excellent	17.1 %
Very good	31.4 %
Good	30.2 %
Fair	0 %
Poor	2.9 %
Not identify	17.7 %

The docents
Excellent	10.3 %
Very good	37.3 %
Good	43.2 %
Fair	0 %

Poor	4.3 %
Not identify	4.8 %
Staff service	
Excellent	10.3 %
Very good	37.3 %
Good	43.2 %
Fair	0 %
Poor	4.3 %
Not identify	4.8 %

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