[Organisation name] questionnaire

This is an example survey to be used for reference only.

We’re carrying out this survey to help us learn more about our audiences/visitors and how we can give them the best possible experience. The survey should take around five minutes to complete. Anything you tell us will be kept confidential, is anonymous and will only be used for research purposes. The information you provide will be held by [Organisation name] and The Audience Agency, who are running the survey on our behalf.

1. Have you visited [Organisation name] before? (Tick one only)
   - Yes, in the last 12 months
   - Yes, between one and two years ago
   - Yes, between two and three years ago
   - Yes, but more than five years ago
   - Yes, between three and five years ago
   - No, this is my first visit

1a. (If yes in the last 12 months) Including today, how many times have you visited [Organisation name] in the last 12 months?

2. Are you visiting with other people today? (Tick one only)
   - Yes
   - No

2a. If yes, how many of those you are visiting with are aged... (this does not include yourself)
   - Under 16 ______
   - 16 or older ______

3. Which of the following best describes the performance/event you saw? (Tick one only)
   - Plays/Drama
   - Christmas Show
   - Musical Theatre
   - Children/Family
   - General entertainment
   - Dance
   - Music
   - Workshops
   - Literature
   - Traditional Visual Arts
   - Contemporary Visual Arts
   - Film
   - Museum/exhibition
   - Outdoor arts

Delete above codes as appropriate. If single artform organisation, question will be dropped, and responses tagged with your single artform

4. Which of the following describe your motivations for visiting [Organisation name] today? (Tick all that apply)
4a. And which of these was your main motivation? (Circle one only)
   - To spend time with friends/family
   - For a special occasion
   - For peace and quiet
   - To be intellectually stimulated
   - To be entertained
   - To be inspired
   - To do something new/out of the ordinary
   - To learn something
   - To enjoy the atmosphere
   - For reflection
   - [Artform] is an important part of who I am
   - To escape from everyday life
   - For academic reasons
   - For professional reasons
   - To entertain my children
   - To educate/ stimulate my children
   - Other - please specify
5. How would you rate your experience? (Please give one rating for each item)

<table>
<thead>
<tr>
<th></th>
<th>Very good</th>
<th>Good</th>
<th>Neither good nor poor</th>
<th>Poor</th>
<th>Very poor</th>
<th>Don’t know/Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of the performance/event</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Value for money of tickets</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>The whole experience</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

6. On a scale of 0-10, how likely is it that you would recommend the performance/event to a friend, family member or colleague, with 10 being extremely likely and 0 being not at all likely? (Tick one only)

□ 10 □ 9 □ 8 □ 7 □ 6 □ 5 □ 4 □ 3 □ 2 □ 1 □ 0

7. Is there anything else you would like to say about your visit? (Please describe below)

About You This final section is about you. It’s a little more personal but is really useful to us. The questions have been designed to align with the way the UK Government collects Census data. This enables us to compare our visitor profile to the general population. By answering these questions, you will help us to see the extent to which we’re serving everyone in our community. If there are any questions that you’d rather not answer, please select “Prefer not to say” or skip to the next question.

8. What is your sex? (Tick one only)

□ Male □ Female □ Prefer not to say

9. Which of the following options best describes how you think of your gender identity? (Tick one only)

□ Male □ Female □ In another way*

[ ] Prefer not to say

*How would you describe your gender? __________________________________________

If you would like to add a follow-on question regarding respondent gender identity, this can be included in your survey, free of charge. You can choose to just ask the sex question, ask both the sex and gender identity question or the just the gender question by itself.

10. Which of the following age groups do you belong to? (Tick one only)

□ Under 16 □ 30 - 34 □ 50 - 54 □ 70 - 74 □ Prefer not to say

□ 16 - 19 □ 35 - 39 □ 55 - 59 □ 75 - 79

□ 20 - 24 □ 40 - 44 □ 60 - 64 □ 80 - 84

□ 25 - 29 □ 45 - 49 □ 65 - 69 □ 85 or older

11. What is your ethnic group? (Tick one only)

**White**

□ English/Welsh/Scottish/Northern Irish/British

□ Irish

□ Gypsy or Irish Traveller

□ Other White background*

**Mixed**

□ White and Black Caribbean

□ White and Black African

□ White and Asian

**Asian or Asian British**

□ Indian

□ Pakistani

□ Bangladeshi

□ Chinese
### Other Mixed/multiple ethnic background*

- African
- Caribbean
- Other Black/African/Caribbean background*

*What other? [ ]

### Other Asian background*

- Arab
- Other*
- Prefer not to say

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**12. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? (Tick one only)**

- Yes, limited a lot [ ]
- Yes, limited a little [ ]
- No [ ]
- Prefer not to say [ ]

**13. Do you live in the UK? (Tick one only)**

- Yes [ ]
- No [ ]

**13a. If you live in the UK, what is your full postcode?**

*This information will only be used for research*

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**13b. If you live overseas, what is your country of residence?**

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Thank you for your help.