

Audience Finder 2019/20 survey

Premium Questions List

With each Audience Finder survey, we are able to provide five free premium questions per benchmark year. Any additional questions are priced at £100 plus VAT, per question.

Some questions have been grouped, and count as one.

If a '/' has been used this means that this grouping would count as one question.

If an '&' has been used this means that this grouping would count as two questions.

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About Visit (AV)

Arrival and departure	Code: AV1
At approximately what time did you arrive at [org/event], and what [time do you anticipate that you will leave/is the current time]? (HH:MM)	
Arrival <input type="text"/> :	Departure <input type="text"/> :

Average visit frequency	Code: AV2/AV2a	
Have you visited [org/event] before? (Tick one only)		
<input type="checkbox"/> Yes	<input type="checkbox"/> No	
If yes: On average, how often do you come to [org/event]? (Tick one only)		
<input type="checkbox"/> Less than once a year	<input type="checkbox"/> 2 - 3 times a year	<input type="checkbox"/> 6+ times a year
<input type="checkbox"/> Once a year	<input type="checkbox"/> 4 - 5 times a year	
Answer codes fixed		

Annual event visit frequency	Code: AV12
<u>Including</u> this year's festival, how many times have you attended [org/event] before? (Tick one only)	
<input type="checkbox"/> Once	<input type="checkbox"/> Between four and five times
<input type="checkbox"/> Twice	<input type="checkbox"/> More than five times
<input type="checkbox"/> Three times	
Answer codes fixed. AV12 has to be asked in <u>addition</u> to compulsory CQ3, CQ4	

Actions

Actions during visit	Code: AV3/AV3a
Which of the following have you done on your visit to [org/event] today? (Tick all that apply)	
<input type="checkbox"/> Saw a performance/event	<input type="checkbox"/> Looked at the building/site itself
<input type="checkbox"/> Saw an exhibition/display	<input type="checkbox"/> Used the [shopping facilities]
<input type="checkbox"/> [Attended/participated in] a [talk/workshop/class]	<input type="checkbox"/> Had a general visit
<input type="checkbox"/> Used the [food/drink facilities]	<input type="checkbox"/> For something else - <i>what else?</i>

Participation

Participation	Code: AV7
Have you, or do you intend to participate in the event(s) today? (Tick all that apply)	
<input type="checkbox"/> Yes, as a member of an audience	<input type="checkbox"/> Yes, online
<input type="checkbox"/> Yes, in a workshop	<input type="checkbox"/> Yes, other - <i>please specify</i>
<input type="checkbox"/> Yes, as part of a performance	_____
<input type="checkbox"/> Yes, as an event volunteer	<input type="checkbox"/> No
Answer codes fixed	

Cultural Activity (EI/CA)

Tourism

If doing EIA there is no need to include EI questions twice.

Reason for local area visit	Code: EI1
Do you plan your trip to [<i>insert your Geographical Area of Interest here</i>], particularly to visit [org/event]? <i>(Tick one only)</i>	
<input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> Not applicable, I live in the area
<i>Answer codes fixed</i>	

Overnight stay	Codes: EI2 & EI4
Is your visit part of a stay away from home? <i>(Tick one only)</i>	
<input type="checkbox"/> Yes	<input type="checkbox"/> No
Overnight stay – type of accommodation & number of nights	
If yes, which of the following types of accommodation are you staying in and for how many nights? <i>Please tick and state the number of nights spent</i>	
<input type="checkbox"/> With friends or family	for <input type="text"/> night(s)
<input type="checkbox"/> In paid accommodation (e.g. hotel)	for <input type="text"/> night(s)
<input type="checkbox"/> Other - where? <input type="text"/>	for <input type="text"/> night(s)

Other local activity

Other local activity	Code: CA1
Which of these have you done or intend to do in [<i>insert your Geographical Area of Interest here</i>] on this visit to [org/event]? <i>(Tick all that apply)</i>	
<input type="checkbox"/> Visit a restaurant/café	<input type="checkbox"/> Visit a historic site
<input type="checkbox"/> Visit a pub/bar	<input type="checkbox"/> Other arts/cultural activity - <i>which?</i>
<input type="checkbox"/> Shopping	<input type="checkbox"/> Other - <i>what else?</i>
<input type="checkbox"/> Work/study	
<input type="checkbox"/> Attend a sporting event	<input type="checkbox"/> None of the above, I'm only visiting the organisation/event
<i>Answer codes fixed</i>	

Cluster Crossover

Cluster crossover		Code: CA2/CA3
Which of the following have you visited within the last three years ? <i>(Tick all that apply)</i>		
And of these, which have you visited in the last 12 months ? <i>(Circle all that apply)</i>		
<input type="checkbox"/> List of other orgs	<input type="checkbox"/> List of other orgs	<input type="checkbox"/> List of other orgs
<input type="checkbox"/> List of other orgs	<input type="checkbox"/> List of other orgs	<input type="checkbox"/> List of other orgs
<input type="checkbox"/> List of other orgs	<input type="checkbox"/> List of other orgs	<input type="checkbox"/> List of other orgs
<input type="checkbox"/> List of other orgs	<input type="checkbox"/> List of other orgs	<input type="checkbox"/> List of other orgs
<input type="checkbox"/> List of other orgs	<input type="checkbox"/> List of other orgs	<input type="checkbox"/> List of other orgs
<input type="checkbox"/> List of other orgs	<input type="checkbox"/> List of other orgs	<input type="checkbox"/> List of other orgs
<input type="checkbox"/> List of other orgs	<input type="checkbox"/> List of other orgs	<input type="checkbox"/> None of these
<i>If the total number of agreed cluster orgs listed does not exceed 18, each individual can add up to 3 organisations of interest</i>		

Cultural attendance and participation

Cultural attendance		Code: CA11/CA12
Which of the following types of arts/heritage events have you attended within the last three years ? <i>(Tick all that apply)</i>		
And of these, which have you attended in the last 12 months ? <i>(Circle all that apply)</i>		
<input type="checkbox"/> Art gallery or art exhibition	<input type="checkbox"/> Pop/rock concert	<input type="checkbox"/> Cinema screening
<input type="checkbox"/> Museum exhibition	<input type="checkbox"/> Jazz performance	<input type="checkbox"/> Visited a historic/heritage site
<input type="checkbox"/> Theatre performance	<input type="checkbox"/> Outdoor arts event/festival	<input type="checkbox"/> Visited a library
<input type="checkbox"/> Classical music concert	<input type="checkbox"/> Ballet	
<input type="checkbox"/> Opera	<input type="checkbox"/> Contemporary dance performance	<input type="checkbox"/> None of these
<i>Answer codes fixed</i>		

General cultural participation		Code: CA6/CA7
Which of the following activities have you done within the last three years ? <i>(Tick all that apply)</i>		
And of these, which have you done in the last 12 months ? <i>(Circle all that apply)</i>		
<input type="checkbox"/> Dance (not for fitness)	<input type="checkbox"/> Learned or practised circus skills	
<input type="checkbox"/> Played a musical instrument or sang for a performance/rehearsal	<input type="checkbox"/> Painting, drawing, printmaking or sculpture	
<input type="checkbox"/> Written music	<input type="checkbox"/> Made films or vCodeeos as an artistic activity	
<input type="checkbox"/> Rehearsed or performed in a play / drama	<input type="checkbox"/> Used a computer to create original artworks or animation	
<input type="checkbox"/> Rehearsed or performed in an opera / operetta or musical theatre	<input type="checkbox"/> Crafts (including textile, wood, & pottery)	
<input type="checkbox"/> Taken part in a carnival	<input type="checkbox"/> Read for pleasure (not newspapers, magazines or comics)	
<input type="checkbox"/> Taken part in street arts	<input type="checkbox"/> Written any stories/plays/poetry	
<input type="checkbox"/> Photography as an artistic activity	<input type="checkbox"/> None of these	
<i>Answer code order and labels fixed</i>		

Professional involvement in arts & culture

Professional involvement in arts & culture	Code: CA8
Are you professionally involved with arts and culture as any of the following? <i>(Tick all that apply)</i>	
<input type="checkbox"/> Teacher	<input type="checkbox"/> Other professional role
<input type="checkbox"/> Student	<input type="checkbox"/> I'm not professionally involved with arts and culture
<input type="checkbox"/> Artist (e.g. painter, musician, director, actor, writer)	
Answer codes fixed	

Cultural visits elsewhere

Cultural visits elsewhere	Code: CA9/CA10
On average, how often have you attended [art form] in [insert your Geographical Area of Interest here] ? <i>(Tick one only)</i>	
<input type="text"/>	
How often do you work/study in [insert your Geographical Area of Interest here] ? <i>(Tick one only)</i>	
<input type="checkbox"/> Most days	<input type="checkbox"/> At least once a year
<input type="checkbox"/> At least once a week	<input type="checkbox"/> Less often / never
<input type="checkbox"/> At least once a month	
Answer codes fixed	

Non attendance

Organisations not visited	Code: CA13/CA14
Which of the following [organisations/events] have you never been to? <i>(Tick all that apply)</i>	
And of these, which are you least likely to attend? <i>(Circle one only)</i>	
<input type="checkbox"/> List of other orgs	<input type="checkbox"/> List of other orgs
<input type="checkbox"/> List of other orgs	<input type="checkbox"/> List of other orgs
<input type="checkbox"/> List of other orgs	<input type="checkbox"/> List of other orgs
<input type="checkbox"/> List of other orgs	<input type="checkbox"/> List of other orgs
<input type="checkbox"/> List of other orgs	<input type="checkbox"/> I've been to all of these

Reasons for non-attendance	Codes: CA15/CA16 & CA17
We'd love to understand why you're unlikely to attend that particular organisation/event. Please tick all the statements which apply:	
And which of these is your main reason? <i>(Circle one only)</i>	
<input type="checkbox"/> I haven't had the time	<input type="checkbox"/> I don't have anyone to go with
<input type="checkbox"/> Childcare difficulties	<input type="checkbox"/> I'm not into that type of art/cultural offer
<input type="checkbox"/> It's too expensive	<input type="checkbox"/> I have never got round to visiting
<input type="checkbox"/> It's difficult to access by public transport	<input type="checkbox"/> I've never heard of it
<input type="checkbox"/> Car parking is a problem	<input type="checkbox"/> I feel intimidated by the venue

- There's not been anything on that I've wanted to see
- It's for older people
- It's for younger people
- I don't think I would fit in
- Other reason(s)

Reasons for non-attendance - other

Are there any other reasons why you're unlikely to attend [org/event]?

Culture as a visit driver

Culture as a visit driver

Code: CA18

Thinking about your decision to visit [insert your Geographical Area of Interest here], how important was attending cultural events/venues in that decision? *(Tick one only)*

- Very important
- Important
- Somewhat important
- Not very important
- Not at all important

Answer codes fixed

Community (CY)

Community impacts	Code: CY1-4				
To what extent would you agree or disagree with the following statements? <i>(Please give one rating for each item)</i>					
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
[Org/event] is welcoming for the whole community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[Org/event] encourages participation in community life and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[Org/event] enhances the sense of community in [insert your Geographical Area of Interest here]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[Org/event] is good for [insert your Geographical Area of Interest here]'s image	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Choose appropriate rows</i>					

Learning Outcomes (ED)

Generic Learning Outcomes		Code: ED1				
How would you rate [org/event] for the following? <i>(Please give one rating for each item)</i>						
	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know/Not applicable
As a place where you can learn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For building your knowledge, understanding, skills and expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For inspiring you to use what you've done or seen here in other aspects of your life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For building pride in this local area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For encouraging you to participate in community matters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
As a place for the whole community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
As somewhere that all sorts of people can mix and understand each others' cultures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Collections that are relevant to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Giving you good access to collections either on display or through computer or other technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Having knowledgeable and responsive staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Making you feel welcome and comfortable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Giving you a good quality experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being responsive to your needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Must ask all rows</i>						

Family (FA)

Children		Code: FA1/FA2
Are there any children (under 16s) in your household? <i>(Tick one only)</i>		
<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Children's ages		
If yes, how many are aged...		
Under 5	<input type="text"/>	5 - 11 <input type="text"/> 12 - 15 <input type="text"/>
<i>Answer codes fixed</i>		

Family ratings		Code: FA3-8/FA9				
How would you rate the following for families at [org/event]? <i>(Please give one rating for each item)</i>						
	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know/Not applicable
Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programme content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Timing of events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communications about events and facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pricing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Choose appropriate rows</i>						

Family ratings - improvements
<i>(If ticked 'Poor' or 'Very poor') What could we do to improve anything you rated poorly? (Please describe below)</i>
<div style="border: 1px solid black; height: 100px;"></div>

Fundraising (FG)

Charity/social enterprise status

Code: FG1

Do you think [org/event] is a [registered charity/not-for-profit organisation]? *(Tick one only)*

Yes

Don't know

No

Current organisation support

Code: FG2

Do you currently support [org/event] in any of the following ways? *(Tick all that apply)*

By making a one off donation

By joining the membership scheme

By making a regular donation

By attending a fundraising event

By leaving a legacy

Other - *please specify*

By volunteering

None of the above

Can remove non applicable codes

Potential organisation support

Code: FG3

Would you consider supporting [org/event] in any of the following ways? *(Tick all that apply)*

By making a one off donation

By joining the membership scheme

By making a regular donation

By attending a fundraising event

By leaving a legacy

Other - *please specify*

By volunteering

None of the above

Answer codes fixed

General Communication (GC)

Awareness of comms	Code: GC1/GC2
Which of the following had you seen or heard before your visit today? <i>Please tick all which you had seen or heard about [org/event] prior to your visit</i>	
And which of these gave you the strongest encouragement to visit? <i>(Circle one only)</i>	
Our communications ('our' refers to [org/event name])	
<input type="checkbox"/> Our leaflet/brochure/other print picked up	<input type="checkbox"/> Our Facebook
<input type="checkbox"/> Our leaflet/brochure/other print posted	<input type="checkbox"/> Our Twitter
<input type="checkbox"/> Our poster/outdoor advertising	<input type="checkbox"/> Our other social media channels
<input type="checkbox"/> Our website/blog	<input type="checkbox"/> Our other communications
<input type="checkbox"/> Our email	
Other communications	
<input type="checkbox"/> Other website/blog - <i>please specify</i>	_____
<input type="checkbox"/> Mobile app - <i>please specify</i>	_____
<input type="checkbox"/> Newspaper/magazine - <i>please specify</i>	_____
<input type="checkbox"/> Radio/television feature/review - <i>please specify</i>	_____
<input type="checkbox"/> Email from another organisation	<input type="checkbox"/> From another person or organisation on Facebook
<input type="checkbox"/> From another person or organisation on Twitter	<input type="checkbox"/> Other social media
Other	
<input type="checkbox"/> Word of mouth	<input type="checkbox"/> None of these - I did not see or hear any information about the organisation/event before my visit
<input type="checkbox"/> Other - <i>please specify</i>	_____
<i>Can remove non-applicable codes from 'our communications' section.</i>	
<i>In the event that the 'our' prefixed answer codes do not work for your venue or event survey, it can be replaced with your organisation's name</i>	

Digital communications & social media

Digital Communications	Code: GC3
In which of the following ways have you ever used [org/event]'s website? <i>(Tick all that apply)</i>	
<input type="checkbox"/> To find out what's on before visiting	<input type="checkbox"/> To find out about membership
<input type="checkbox"/> To find out how to get here	<input type="checkbox"/> To use the online shop
<input type="checkbox"/> To check opening hours	<input type="checkbox"/> To see or hear artistic content
<input type="checkbox"/> To check prices	<input type="checkbox"/> To interact with the organisation/artist
<input type="checkbox"/> To book tickets	<input type="checkbox"/> To share my opinions/ideas
<input type="checkbox"/> To find out more about an exhibition/event	<input type="checkbox"/> Other - <i>please specify</i>
<input type="checkbox"/> To find out more about the organisation	<input type="checkbox"/> I have never used the organisation's website
<i>Answer codes fixed</i>	

Social Media use**Code: GC4**Do you use social media? (e.g. Facebook, Twitter)? *(Tick one only)*

- Yes No

Social Media channels– general**Code: GC6**Which of the following social media channels do you use? *(Tick all that apply)*

- Facebook Google+ Pinterest
 Twitter Instagram Other
 You Tube Tumblr

Social Media use in relation to arts & culture**Code: GC5**How do you use social media in relation to arts and culture? *(Tick all that apply)*

- To find information out about events/exhibition To interact with the organisation/an artist
 To share information about events/exhibitions To contact the organisation to ask a question
 To see, hear or share examples of artistic content To find out news about the organisation
 To decide whether to visit To get offers/discounts
 To arrange who to attend/participate with Other
 To find out /share opinions about an event/exhibition
 To promote an event/exhibition I do not use social media in relation to arts and culture

*Answer codes fixed***Social Media channels– org specific****Code: GC7**Which of the following social media channels do you use to follow [org/event]? *(Tick all that apply)*

- Facebook Google+ Pinterest
 Twitter Instagram Other
 You Tube Tumblr I do not use social media to follow the organisation

Social Media use – org specific**Code: GC8**How do you use social media in relation to [org/event]? *(Tick all that apply)*

- To find information out about events/exhibition To promote an event/exhibition
 To share information about events/exhibitions To interact with the organisation/an artist
 To see, hear or share examples of artistic content To contact the organisation to ask a question
 To decide whether to visit To find out news about the organisation
 To arrange who to attend/participate with To get offers/discounts
 To find out /share opinions about an event/exhibition Other

Answer codes fixed

Group composition (GP)

Attend with others- age breakdown

Ages of group (Child breakdown/adult split)				Code: GP3			
If yes, how many of those you are visiting with are aged... <i>(this does not include yourself)</i>							
Under 5	<input type="text"/>	5 - 11	<input type="text"/>	12 - 15	<input type="text"/>	16 or older	<input type="text"/>
Categories fixed							

Ages of group (Full age breakdown)				Code: GP4			
If yes, how many of those you are visiting with are aged... <i>(this does not include yourself)</i>							
Under 5	<input type="text"/>	25 - 29	<input type="text"/>	50 - 54	<input type="text"/>	75 - 79	<input type="text"/>
5 - 11	<input type="text"/>	30 - 34	<input type="text"/>	55 - 59	<input type="text"/>	80 - 84	<input type="text"/>
12 - 15	<input type="text"/>	35 - 39	<input type="text"/>	60 - 64	<input type="text"/>	85 or older	<input type="text"/>
16 - 19	<input type="text"/>	40 - 44	<input type="text"/>	65 - 69	<input type="text"/>	Prefer not to say	<input type="text"/>
20 - 24	<input type="text"/>	45 - 49	<input type="text"/>	70 - 74	<input type="text"/>		
Categories fixed							

Ages of group (Reduced age breakdown)				Code: GP7			
If yes, how many of those you are visiting with are aged... <i>(this does not include yourself)</i>							
Under 5	<input type="text"/>	16 - 24	<input type="text"/>	45 - 54	<input type="text"/>	Prefer not to say	<input type="text"/>
5 - 11	<input type="text"/>	25 - 34	<input type="text"/>	55 - 64	<input type="text"/>		
12 - 15	<input type="text"/>	35 - 44	<input type="text"/>	65 or older	<input type="text"/>		
Categories fixed							

Type of group

Type of group	Code: GP5
If yes, are you visiting as part of an organised group? <i>(Tick one only)</i>	
<input type="checkbox"/> Yes	<input type="checkbox"/> No
Answer codes fixed	

Booking

Booking	Code: GP6
If yes, who booked your ticket? <i>(Tick one only)</i>	
<input type="checkbox"/> I booked my ticket	
<input type="checkbox"/> Tickets were booked on my behalf	
<input type="checkbox"/> Tickets were not booked in advance of this visit	
Answer codes fixed	

Intentions (IN)

Drivers of choice

Drivers of choice	Code: IN5-8				
How important were the following factors in your decision to visit [org/event] today? <i>(Please give one rating for each item)</i>					
	Very important	Important	Somewhat important	Not very important	Not at all important
The reputation of [org/event]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The venue location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The theme or subject matter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The artist/performer(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Answer codes fixed</i>					
<i>Choose appropriate rows</i>					

Future intentions

Future intentions	Code: IN9				
Has this visit made you more or less likely to attend [artform] in the future?					
<input type="checkbox"/> Much more likely	<input type="checkbox"/> More likely	<input type="checkbox"/> Made no difference	<input type="checkbox"/> Less likely	<input type="checkbox"/> Much less likely	

Membership (MB)

Member	Codes: MB1 & MB2
Are you a [membership type] of [org/event]? <i>(Tick one only)</i>	
<input type="checkbox"/> Yes, I'm currently a [membership type] <input type="checkbox"/> No, I've never been a [membership type]	
<input type="checkbox"/> No, but I used to be a [membership type]	
<i>Answer codes fixed</i>	
Why joined membership	
Which of the following are/were your main reasons for being a member? <i>(Tick up to three)</i>	
<input type="checkbox"/> Someone bought it for me	<input type="checkbox"/> Member emails/newsletters
<input type="checkbox"/> Ticket discounts	<input type="checkbox"/> Discounts at partner organisations
<input type="checkbox"/> Discounted/no booking fees	<input type="checkbox"/> To support the organisation
<input type="checkbox"/> Priority booking	<input type="checkbox"/> To be affiliated with/part of the organisation
<input type="checkbox"/> Access to special events	<input type="checkbox"/> It encourages me experience things that are new/out of the ordinary
<input type="checkbox"/> [org/event] magazine/publications	<input type="checkbox"/> To learn more about the arts
<input type="checkbox"/> Food and drink discounts at [org/event]	<input type="checkbox"/> Other benefits - <i>please specify</i>
<i>Can remove non-applicable answer codes.</i>	

Opinions (OP)

Ratings

Ratings		Code: OP1-10/OP11				
How would you rate the following? <i>(Please give one rating for each item)</i>						
	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know/Not applicable
How welcoming the staff were	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ticket booking experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Finding your way around the [site] (i.e. directions)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of physical access in and around the [site]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of the [performance/event/exhibition]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information about the [artform/artists/performers]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money of [paid element]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[Food &/or drink] facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[Shopping] facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The whole experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Answer codes fixed</i>						
<i>Ask rows as appropriate</i>						
Ratings - improvements						
<i>(If ticked 'Poor' or 'Very poor') What could we do to improve any elements you rated poorly? (Please describe below)</i>						

Recommendation & experience

Describe experience		Code: OP13	
Which three words would you use to describe your experience of today's visit?			
1	2	3	

Place and Profile (PL/PR)

Location	Code: PL1
Which of the following describes you? <i>(Tick all that apply)</i>	
<input type="checkbox"/> I live near the [site/building]	<input type="checkbox"/> I study near the [site/building]
<input type="checkbox"/> I work near the [site/building]	<input type="checkbox"/> None of the above
<i>Answer codes fixed</i>	

Education

Education	Code: PR1
Which of the following best describes your highest educational qualification? <i>(Tick one only)</i>	
<input type="checkbox"/> Degree & professional/vocational equivalents	<input type="checkbox"/> GCSE/O Level grade A*-C (5 or more), vocational level 2 & equivalents
<input type="checkbox"/> Other Higher Education below degree level	<input type="checkbox"/> GCSE/O Level grade (less than 5 A*-C), other qualifications at level 1 and below
<input type="checkbox"/> A levels, vocational level 3 & equivalents	<input type="checkbox"/> Other qualifications: level unknown
<input type="checkbox"/> Trade Apprenticeships	<input type="checkbox"/> No qualifications
<i>Answer codes fixed</i>	

Occupation

Occupation	Code: PR2
Which of the following best describes your current occupational status? <i>(Tick one only)</i>	
<input type="checkbox"/> Employed: Full-time	<input type="checkbox"/> Retired
<input type="checkbox"/> Employed: Part-time	<input type="checkbox"/> Looking after home or family
<input type="checkbox"/> Self-employed	<input type="checkbox"/> Long term sick or disabled
<input type="checkbox"/> Unemployed	<input type="checkbox"/> Other
<input type="checkbox"/> Full time student	
<i>Answer codes fixed</i>	

Level of knowledge

Level of knowledge - art form/topic	Code: PR3	
How would you describe your knowledge of [artform]? <i>(Tick one only)</i>		
<input type="checkbox"/> Specialist	<input type="checkbox"/> General	<input type="checkbox"/> Little or no knowledge
<i>Answer codes fixed</i>		

Level of knowledge - art form/topic	Code: PR4	
How would you describe your knowledge of [museum/collection type e.g. natural history]? <i>(Tick one only)</i>		
<input type="checkbox"/> Specialist	<input type="checkbox"/> General	<input type="checkbox"/> Little or no knowledge
<i>Answer codes fixed</i>		

Quality of exhibition experience (EE)

Quality of exhibition experience	Code: EE1					
Thinking about the exhibition where you spent most of your time, to what extent would you agree or disagree with the following statements? <i>(Please give one rating for each item)</i>						
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know/Not applicable
It made me want to see more things like this	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There was a lot to talk about	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I learnt/discovered something new	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It deepened my understanding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It was memorable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoyed it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It was emotional/moving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I felt inspired	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It was fun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It was relaxing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I could relate to it easily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Answer codes fixed</i>						
<i>Rows fixed</i>						

Sales (SA)

Ancillary services

Code: SA1

Have you visited any of the following during your visit today? *(Tick all that apply)*

Shop Café/bar

Amend answer codes to reflect org offer

Broaden out question name to anything paid for

You may be able to use actions (AV3) to answer this question

Itemised in-venue spend

Code: SA2

How much have you spent or intend to spend on the following during your visit to [org/event] today?
Please indicate spend to the nearest pound

[performance/exhibition] ticket £

Shop £

Class/workshop £

Programme/Guide £

Café/bar £

Other £

Total spend during visit: £

Can add new answer codes or remove those that are not applicable

Bought work

Code: SA4

Have you ever any bought any contemporary art including prints? *(Tick one only)*

Yes No, but I'd consider it No, and I'm unlikely to any time soon

Answer codes fixed

Transport (TR)

Mode & miles

Mode	Code: TR1	
How did you travel here today? <i>(Tick all that apply)</i>		
<input type="checkbox"/> Car - how many people were in the car (including you) _____		
<input type="checkbox"/> Bus	<input type="checkbox"/> Taxi	<input type="checkbox"/> Tram
<input type="checkbox"/> On foot	<input type="checkbox"/> Train	<input type="checkbox"/> Motorcycle
<input type="checkbox"/> Bicycle	<input type="checkbox"/> Coach	<input type="checkbox"/> Other - please specify _____
Answer codes fixed		

Mode (London based orgs only)	Code: TR2	
How did you travel here today? <i>(Tick all that apply)</i>		
<input type="checkbox"/> Car - how many people were in the car (including you) _____		
<input type="checkbox"/> Bus	<input type="checkbox"/> Train	<input type="checkbox"/> London Overground
<input type="checkbox"/> On foot	<input type="checkbox"/> Coach	<input type="checkbox"/> London Underground/DLR
<input type="checkbox"/> Bicycle	<input type="checkbox"/> Tram	<input type="checkbox"/> Other - please specify _____
<input type="checkbox"/> Taxi	<input type="checkbox"/> Motorcycle	
Answer codes fixed		

Miles	Code: TR3
Did you travel to [org/event] from home today? <i>(Tick one only)</i>	
<input type="checkbox"/> Yes	<input type="checkbox"/> No - approximately how many miles did you travel to get here today? _____

Contact

London Office

Second Floor

Rich Mix

35-47 Bethnal Green Road

London E1 6LA

Manchester Office

Green Fish Resource Centre

46-50 Oldham Street

Northern Quarter

Manchester M4 1LE

T 020 7260 2505

support@theaudienceagency.org

www.theaudienceagency.org

Registered in England & Wales 8117915