Date of visit (dd/mm/yy): _____ Interview time (hh:mm): _____ Interviewer: _____ Location:_____

Example questionnaire

We are carrying out a survey to find out more about our visitors - who they are, why they visit, and what they think of us. The survey should take around five minutes to complete. Your answers will be kept confidential and will only be used for research purposes.

1. Have you visited [Example org] before? *(Tick one only)*

❑ Yes, in the last 12 months   ❑ Yes, between three and five years ago

❑ Yes, between one and two years ago ❑ Yes, but more than five years ago

❑ Yes, between two and three years ago ❑ No, this is my first visit

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

2. Which of the following best describes the performance/event seen? *(Tick one only)*

❑ Plays/Drama   ❑ Dance   ❑ Contemporary Visual Arts

❑ Christmas Show   ❑ Music   ❑ Film

❑ Musical Theatre   ❑ Workshops   ❑ Museum/exhibition

❑ Children/Family   ❑ Literature   ❑

❑ General entertainment ❑ Traditional Visual Arts ❑

3. Are you visiting with other people? *(Tick one only)*

❑ Yes   ❑ No

3a. If yes, how many of those you are visiting with are aged… *(this does not include yourself)*

Under 16 _____   16 or older _____

4. Which of the following describe your motivations for visiting today? *(Tick all that apply)*

5. And which of these was your main motivation? *(Circle one only)*

❑ To spend time with friends/family   ❑ For reflection

❑ For a special occasion   ❑ [Artform] is an important part of who I am

❑ For peace and quiet   ❑ To escape from everyday life

❑ To be intellectually stimulated   ❑ For academic reasons

❑ To be entertained   ❑ For professional reasons

❑ To be inspired   ❑ To entertain my children

❑ To do something new/out of the ordinary ❑ To educate/ stimulate my children

❑ To learn something   ❑ Other – *please specify*

❑ To enjoy the atmosphere   _____

6. How would you rate the following? *(Please give one rating for each item)*

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know/Not applicable
Quality of the [performance/event/exhibition]	❑	❑	❑	❑	❑	❑
Value for money of [paid element]	❑	❑	❑	❑	❑	❑
The whole experience	❑	❑	❑	❑	❑	❑

7. On a scale of 0-10, how likely is it that you would recommend [Example org] 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

About You

The last few questions are a little more personal, but are really useful to us - by answering these questions, you will help us make sure we're serving everyone in our community. If there are any you'd rather not answer, please choose "Prefer not to say" or skip to the next question.

8. Are you… *(Tick one only)*

❏ Male   ❏ Female   ❏ Prefer not to say

9. 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	

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

White
❏ British
❏ Irish
❏ Gypsy or Irish Traveller
❏ Other White background*

Mixed
❏ White and Black Caribbean
❏ White and Black African
❏ White and Asian
❏ Other Mixed/multiple ethnic background*

Asian or Asian British
❏ Indian
❏ Pakistani
❏ Bangladeshi
❏ Chinese
❏ Other Asian background*

Black or Black British
❏ African
❏ Caribbean
❏ Other Black/African/ Caribbean background*

Other
❏ Arab
❏ Other*
❏ Prefer not to say

*What other? [_____]

11. 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

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

❏ Yes   ❏ No

12a. If you live in the UK, what is your full postcode?   **12b.** If you live overseas, what is your country of residence?

[_ _ _ _ _ _ _]   [_____]

Thank you for your help.