

## Sample performance or exhibition attendee questions

- Here are some sample questions developed by Arts Queensland that you may like to consider in developing your survey **for attendees who watch your performance or see your exhibition** (nb: a separate sample survey has been developed for people who actively participate in your activities by making or doing something themselves)
- Key questions for Arts Queensland outcome reports are marked with a star ★
- There are several ways you can administer surveys – face-to-face ‘interview’ or self-completion option using a paper survey or ipad/android applications, or online using one of many online survey tools available
- For more tips on designing surveys, refer to the ‘Developing and implementing surveys’ fact sheet available at [http://www.arts.qld.gov.au/funding/outcome\\_reports.html](http://www.arts.qld.gov.au/funding/outcome_reports.html)

### Introduction

We would like to ask you a few questions about your experience of this event. Your responses are confidential and you will not be identified in the survey results. Please be open and honest with your feedback as this will help us with our future planning.

### Questions

**1. How did you first hear about this [performance/exhibition]?**

- ☐ Internet
- ☐ E-newsletter
- ☐ Newspaper
- ☐ Magazine
- ☐ Radio
- ☐ Billboard/street signage
- ☐ Word of mouth
- ☐ Other (please specify: .....)

★ **2. Have you been to a [performances/exhibitions] by [insert name of your organisation] before?**

- ☐ Yes
- ☐ No
- ☐ Don't know

★ **3. Have you been to a [insert relevant type of art form event: e.g. dance performance, sculpture exhibition, musical etc.] before?**

- ☐ Yes
- ☐ No
- ☐ Don't know

**4. Please indicate the extent to which you agree or disagree with the following statements based on your experience of the [performance/exhibition].**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
I felt moved or inspired					
I felt engaged in the experience					
I was exposed to new points of view or ways of thinking about things					
It made me want to know more about what I was seeing					
It felt relevant to our society and the times we live in					

★ **5. How would you rate the [performance/exhibition] overall?**

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Poor
- ☐ Very poor

**6. What did you like most about the [performance/exhibition]?**

**7. Was there anything about the [performance/exhibition] you think we could have done better?**

**8. Are you:**

- ☐ Male
- ☐ Female

**9. What is your age group?**

- ☐ 12 or under
- ☐ 13-19
- ☐ 20-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50-59
- ☐ 60-69
- ☐ 70 or over

**10. Do you identify as:**

- ☐ An Aboriginal person
- ☐ A Torres Strait Islander person
- ☐ An Australian South Sea Islander person
- ☐ From a culturally diverse background
- ☐ A person with a disability
- ☐ None of the above

**\*\*Include questions 11-14 if you plan to collect tourism data:**

- ★ **11. What is your residential postcode? Or if you are from overseas, which country are you from?**

**\*\*NB: Confirm the attendee is from at least 40kms away and if so, proceed to the following questions.**

- ★ **12. What was your primary purpose for coming to [insert name of local area]?**

- ☐ This event
- ☐ Another event (please specify: .....)
- ☐ General holiday
- ☐ Visit family or friends
- ☐ Work or business
- ☐ Other (please specify: .....)

- ★ **13. a. As part of your visit to [insert name of local area], are you staying overnight away from home?**

- ☐ Yes
- ☐ No

- ★ **b. If yes:**  
**How many nights are you staying here in [insert name of local area]? .....**  
**How many nights are you staying elsewhere in Queensland? .....**

- ★ **14. How much do you think you will spend on this trip per day?**  
**Please include all costs – e.g. accommodation, food and drink, car hire, parking, local transport, souvenirs etc. DO NOT include your ticket to this event.**

Total spending: \$..... per day

- 15. Are there any final comments you would like to make?**

Thank you for your time.