

## Audience Finder 2020/21 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  :  Departure  :

### Average visit frequency

Code: AV2/AV2a

Have you visited [org/event] before? (Tick one only)

Yes  No

If yes: On average, how often do you come to [org/event]? (Tick one only)

Less than once a year  2 - 3 times a year  6+ times a year  
 Once a year  4 - 5 times a year

Answer codes fixed

### Annual event visit frequency

Code: AV12

Including this year's festival, how many times have you attended [org/event] before? (Tick one only)

Once  Between four and five times  
 Twice  More than five times  
 Three times

Answer codes fixed. AV12 has to be asked in addition 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)

Saw a performance/event  Looked at the building/site itself  
 Saw an exhibition/display  Used the [shopping facilities]  
 [Attended/participated in] a [talk/workshop/class]  Had a general visit  
 Used the [food/drink facilities]  For something else - *what else?*

## Participation

### Participation

Code: AV7

Have you, or do you intend to participate in the event(s) today? (Tick all that apply)

Yes, as a member of an audience  Yes, online  
 Yes, in a workshop  Yes, other - *please specify*  
 Yes, as part of a performance \_\_\_\_\_  
 Yes, as an event volunteer  No

Answer codes fixed

## Cultural Activity (EI/CA)

### Tourism

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

Overnight stay	Codes: EI2 & EI4
Is your visit part of a stay away from home? (Tick one only)	
<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>Overnight stay – type of accommodation &amp; number of nights</b>	
If yes, which of the following types of accommodation are you staying in and for how many nights? Please tick and state the number of nights spent	
<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 do you intend to do in [insert your Geographical Area of Interest here] on this visit to [org/event]? (Tick all that apply)	
<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 - which? _____
<input type="checkbox"/> Shopping	<input type="checkbox"/> Other - what else? _____
<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
Answer codes fixed	

## Cluster Crossover

Cluster crossover		Code: CA2/CA3
Which of the following have you visited within the last <b>three years</b> ? <i>(Tick all that apply)</i>		
And of these, which have you visited in the last <b>12 months</b> ? <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 <b>three years</b> ? <i>(Tick all that apply)</i>		
And of these, which have you attended in the last <b>12 months</b> ? <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 <b>three years</b> ? <i>(Tick all that apply)</i>		
And of these, which have you done in the last <b>12 months</b> ? <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 videos 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? *(Tick all that apply)*

- |   |  |
|---|--|
| <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]? *(Tick one only)*

How often do you work/study in [insert your Geographical Area of Interest here]? *(Tick one only)*

- |  |   |
|--|---|
| <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? (Tick all that apply)

And of these, which are you **least likely** to attend? (Circle one only)

- |   |  |
|---|--|
| <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? (Circle one only)

- |   |   |
|---|---|
| <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              |
| <input type="checkbox"/> There's not been anything on that I've wanted to see | <input type="checkbox"/> I don't think I would fit in                 |
| <input type="checkbox"/> It's for older people                                | <input type="checkbox"/> Other reason(s)                              |
| <input type="checkbox"/> It's for younger people                              |   |

### 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"/>
Programme content	<input type="checkbox"/>	<input type="checkbox"/>
Timing of events	<input type="checkbox"/>	<input type="checkbox"/>
Communications about events and facilities	<input type="checkbox"/>	<input type="checkbox"/>
Pricing	<input type="checkbox"/>	<input type="checkbox"/>
Shop	<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>	
<input type="text"/>	

## 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)*

- |   |  |
|---|--|
| <input type="checkbox"/> By making a one off donation | <input type="checkbox"/> By joining the membership scheme    |
| <input type="checkbox"/> By making a regular donation | <input type="checkbox"/> By attending a fundraising event    |
| <input type="checkbox"/> By leaving a legacy          | <input type="checkbox"/> Other - <i>please specify</i> _____ |
| <input type="checkbox"/> By volunteering              | <input type="checkbox"/> 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)*

- |   |  |
|---|--|
| <input type="checkbox"/> By making a one off donation | <input type="checkbox"/> By joining the membership scheme    |
| <input type="checkbox"/> By making a regular donation | <input type="checkbox"/> By attending a fundraising event    |
| <input type="checkbox"/> By leaving a legacy          | <input type="checkbox"/> Other - <i>please specify</i> _____ |
| <input type="checkbox"/> By volunteering              | <input type="checkbox"/> None of the above                   |

*Answer codes fixed*

## General Communication (GC)

### Awareness of comms

Codes: GC1/GC2

Which of the following had you seen or heard **before** your visit today? *Please tick all which you had seen or heard about [org/event] prior to your visit*

And which of these gave you the strongest **encouragement to visit**? *(Circle one only)*

- |   |  |
|---|--|
| <input type="checkbox"/> Our leaflet/brochure/other print picked up | <input type="checkbox"/> Mobile app _____  |
| <input type="checkbox"/> Our leaflet/brochure/other print posted    | <input type="checkbox"/> Newspaper/magazine _____  |
| <input type="checkbox"/> Our poster/outdoor advertising             | <input type="checkbox"/> Radio/television feature/review _____   |
| <input type="checkbox"/> Our website/blog                           | <input type="checkbox"/> Email from another organisation   |
| <input type="checkbox"/> Our email                                  | <input type="checkbox"/> From another person or organisation on Twitter  |
| <input type="checkbox"/> Our Facebook                               | <input type="checkbox"/> From another person or organisation on Facebook   |
| <input type="checkbox"/> Our Twitter                                | <input type="checkbox"/> Other social media  |
| <input type="checkbox"/> Our other social media channels            | <input type="checkbox"/> Word of mouth   |
| <input type="checkbox"/> Our other communications                   | <input type="checkbox"/> Other _____   |
| <input type="checkbox"/> Other website/blog _____                   | <input type="checkbox"/> None of these- I did not see or hear any information about the organisation before my visit |

## Digital communications & social media

### Digital Communications

Code: GC3

In which of the following ways have you **ever** used [org/event]'s website? *(Tick all that apply)*

- |   |  |
|---|--|
| <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><br>_____              |
| <input type="checkbox"/> To find out more about the organisation    | <input type="checkbox"/> I have <b>never</b> used the organisation's website |

*Answer codes fixed*

### 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)*

- |                                   |                                    |                                |
|-----------------------------------|------------------------------------|--------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Instagram | <input type="checkbox"/> Other |
| <input type="checkbox"/> Twitter  | <input type="checkbox"/> Tumblr    |                                |
| <input type="checkbox"/> You Tube | <input type="checkbox"/> Pinterest |                                |

**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)*

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

- |                                   |                                    |   |
|-----------------------------------|------------------------------------|---|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Instagram | <input type="checkbox"/> Other  |
| <input type="checkbox"/> Twitter  | <input type="checkbox"/> Tumblr    | <input type="checkbox"/> I do not use social media to follow the organisation |
| <input type="checkbox"/> You Tube | <input type="checkbox"/> Pinterest |   |

**Social Media use – org specific**

Code: GC8

How do you use social media in relation to [org/event]? *(Tick all that apply)*

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

*Answer codes fixed*

## Group composition (GP)

### 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
<i>Answer codes fixed</i>	

### 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	
<i>Answer codes fixed</i>	

## 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>
<hr/>	
<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>		

## Gaelic Profile (Scottish)

Gaelic Profile

Code: PR6

Do you speak Gaelic? *(Tick one only)*

Yes, fluently

Yes, not fluently

No

*Answer codes fixed*

## 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

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