

[Organisation name] 2019-20 questionnaire

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 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 [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 describe your motivations for visiting [Organisation name] today? *(Tick all that apply)*

3a. 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

4. 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/exhibition/event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money of tickets (if applicable)	<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"/>

5. On a scale of 0-10, how likely is it that you would recommend [Organisation name] 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

6. 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.

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

- Male Female Prefer not to say

8. 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?

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. The gender question is mandatory for organisations with Band 2 or 3 funding.

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

- 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
 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. Do you identify as a D/deaf or disabled person, or have a long-term health condition? (Tick one only)

- Yes 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?

This information will only be used for research

12b. If you live overseas, what is your country of residence?

Thank you for your help.