

## [Organisation name] 2021-22 questionnaire

We're carrying out this survey to help us learn more about our audiences and how we can give them the best possible experiences. 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. When did you last visit [Organisation name]? (Tick one only)

- |  |   |
|--|---|
| <input type="checkbox"/> Within the last 12 months       | <input type="checkbox"/> Between three and five years ago |
| <input type="checkbox"/> Between one and two years ago   | <input type="checkbox"/> More than five years ago         |
| <input type="checkbox"/> Between two and three years ago | <input type="checkbox"/> This is my first visit           |

#### 1a. (If in the last 12 months) Including today, how many times have you visited [Organisation name] in the last 12 months?

This question is used to understand the extent to which your organisation is engaging repeat and new audiences. 1a is used to help understand repeat visitation over a year but will also be used to calculate how much your unique visitor total. We will automatically update this question if your organisation is based on annual visitation i.e. you are a festival.

### 2. Which of the following best describes the performance/event you saw? (Tick one only)

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Plays/Drama           | <input type="checkbox"/> Dance                   | <input type="checkbox"/> Contemporary Visual Arts |
| <input type="checkbox"/> Christmas Show        | <input type="checkbox"/> Music                   | <input type="checkbox"/> Film                     |
| <input type="checkbox"/> Musical Theatre       | <input type="checkbox"/> Workshops               | <input type="checkbox"/> Museum/exhibition        |
| <input type="checkbox"/> Children/Family       | <input type="checkbox"/> Literature              | <input type="checkbox"/> Outdoor arts             |
| <input type="checkbox"/> General entertainment | <input type="checkbox"/> Traditional Visual Arts |   |

You can choose any of the listed artforms that are relevant to your programme. This question will automatically be dropped if you are a single artform organisation.

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

- |                              |                             |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

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

Under 16 \_\_\_\_\_ 16 or older \_\_\_\_\_

The group question will profile your audience by group type e.g. single adult/adults only/adults with children. It will also allow you to understand the average group size.

### 4. Which of the following describe your motivations for visiting [Organisation name] today? (Tick all that apply)

#### 4a. And which of these was your main motivation? (Circle one only)

- |  |   |
|--|---|
| <input type="checkbox"/> To spend time with friends/family       | <input type="checkbox"/> For reflection                             |
| <input type="checkbox"/> For a special occasion                  | <input type="checkbox"/> [Artform] is an important part of who I am |
| <input type="checkbox"/> For peace and quiet                     | <input type="checkbox"/> To escape from everyday life               |
| <input type="checkbox"/> To be intellectually stimulated         | <input type="checkbox"/> For academic reasons                       |
| <input type="checkbox"/> To be entertained                       | <input type="checkbox"/> For professional reasons                   |
| <input type="checkbox"/> To be inspired                          | <input type="checkbox"/> To entertain my children                   |
| <input type="checkbox"/> To do something new/out of the ordinary | <input type="checkbox"/> To educate/ stimulate my children          |
| <input type="checkbox"/> To learn something                      | <input type="checkbox"/> Other - please specify                     |
| <input type="checkbox"/> To enjoy the atmosphere                 |   |

To enable benchmarking comparison across all organisations within Audience Finder this question is fixed. The categories are designed to provide insight into the key motivations of your audience. You can change the [artform] text to reflect your organisation e.g. "Visiting museums is an important part of who I am".

5. 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"/>  |

Our quality indicators measure the core aspects of your organisation. Please note you may drop value for money if this question is not applicable.

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

Our Net Promoter Score is used to measure your organisation/events general appeal. Respondents who choose 10-9 will be counted as promoters, 8-7 will be passive, and 6-0 will count as detractors. Your NPS score is a comparison of your promoters and detractors.

7. 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. Data collected is used to support equality and fairness within communities, and help ensure organisations can provide services fairly, while understanding everyone's interests. If there are any questions that you'd rather not answer, please select "Prefer not to say" or skip to the next question.

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

Male                       Female                       Prefer not to say

This question is modelled on the 2011 UK Census allowing you to compare your data against the UK population. Please note this question is based on the medical definition of sex.

9. 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?

This question is a social model gender question. It has been designed to align with Stonewall Guidance.

If you are an NPO the gender question (Q9) will be added to your survey automatically. NPO's can choose to also include the sex question (Q8). Non-NPO's can choose to include either or both the sex (Q8) and gender (Q9) questions.

10. 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

This question allows you to segment your audience by age. Any respondents who answer 'Under 16' will be automatically removed from data analysis.

11. 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?

*This question is modelled on the UK Census. Data collected will help to support equality and fairness, and help ensure organisations can provide services fairly, while understanding everyone's interests.*

12. 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

13. Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more? (Tick one only)

- Yes                       No                       Prefer not to say

*The social model disability question (12) has been created by Arts Council England through discussion with various parties. The medical model question (13) is aligned with the UK Census 2011 question and so can be used to benchmark against area populations.*

*If you are an NPO, the social model question (Q12) will be added to your survey automatically. If you are not an NPO, you can choose to ask either the social model (Q12) or the medical model (Q13) or both.*

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

- Yes                       No

14a. 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?

*These questions are important for understanding the geographical distribution of audiences. Postcode data is a key piece of information, used to derive where audiences live and their behaviour, through segmentation profiling tools such as Audience Spectrum and Mosaic.*

Thank you for your help.