



Audience Finder

Survey Question Dictionary – English Organisations

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Introduction

This document contains all the standard Audience Finder questions and guidance on their use within **English** organisations. For Scottish and Welsh organisations, please see the following links:

Scotland: <https://www.audiencefinder.scot/survey/>

Wales: <https://www.audiencefinder.wales/survey/>

All Audience Finder questionnaires must include the core questions. You may choose to add Premium questions from this document, and you may also request Bespoke questions.

The questions in this document are shown as they would appear on a paper questionnaire, however layouts and tenses will be optimised for each methodology (paper, tablet, e-survey etc), and interviewer/respondent instructions added as appropriate. As such, please use them as a guide as to the range of questions available as standard in an Audience Finder survey, rather than using them collectively as a questionnaire template.

What is the Audience Finder survey?

The survey is an essential component of Audience Finder, using a standardised framework and question set to collect data from audience members (however this is defined in your context - you may refer to them as visitors or bookers, for example). Within this framework there are a few ways of collecting data (or methodologies), and the best one for you will depend on the type of content you offer, your audience's preferences, and your available resources.

In the context of the Audience Finder survey and its target population, “audience members” are defined as:

- People over the age of 16, that have attended a venue or event physically
- People that have engaged with an organisation's cultural, heritage or artistic offer

This survey is not designed to collect data on:

- Digital audiences e.g. online event audiences or website users
- Audio audiences e.g. listeners to a radio show or podcast
- Participatory-only audiences
- Teachers and students on pre-booked educational visits
- Event or venue staff/volunteers or people working on programmed content e.g. cast or crew
- People who have only engaged with an organisation's ancillary spaces or services e.g. those using only the café or hiring a meeting room and not engaging with the cultural, heritage or artistic offer.
- Non-attenders, e.g. people who live in your target area who have not visited your venue

The Audience Agency provides alternative solutions and approaches to evaluate these types of service users, outside of the Audience Finder framework. Please speak to our [Consultancy team](#) for more information.

The Audience Finder Survey order process

You will be asked some questions during the Audience Finder Survey order process, to make sure your survey meets your needs - such as:

- Your chosen survey methodology/ies
- Your organisation's name
- The name of the event, venue or location where interviews will be carried out
- Your anticipated yearly visits (i.e. footfall) figure for the period the survey will cover
- Funding status
- The artform(s) survey respondents may have experienced during their visit
- Any additional Premium or Bespoke questions you require

Once all the necessary details have been confirmed and your Data Use and Confidentiality Agreement (DUCA) is signed and returned, we will create your survey within 10 working days.

Core, Premium and Bespoke questions

Core questions

Core questions are included on all Audience Finder surveys. You may not remove any of these questions from your survey. There is however some flexibility, for example whether you ask about sex, gender, or both. The core questions are listed from page 7, with detail about the different question options.

If you opt to *only* ask the core questions, a typical interview (whether interviewer-led or as an e-survey) will take around 2-3 minutes.

Results of all core questions are available on your Audience Finder Original dashboard, and many are also shown on your Audience Finder Answers dashboard.

Premium questions

You may add up to five Premium questions to your survey free of charge. Each additional Premium question is chargeable - more information about the pricing can be found in our [Knowledge Base article](#). You can see all the Premium questions from page 16.

Results of selected Premium questions are available through the Audience Finder Original dashboard - search the Audience Finder Community for more details. Results of *all* questions are available through topline reports (of which you can request up to four per year for free) and via raw data, available on demand from your Audience Finder Answers dashboard.

Bespoke questions

If the Core and Premium questions do not meet your needs, you may request Bespoke questions. Pricing for these will be confirmed during the order process, and will depend on the complexity of the question.

Results for Bespoke questions are available via topline reports (delivered on request for free up to four times per year) and your raw data, available on demand from your Audience Finder Answers dashboard.

Methodologies

Four methodologies are possible via Audience Finder:

- a) Interviewer-led exit survey via paper questionnaire
- b) Interviewer-led exit survey via tablet
- c) Self-completion exit survey via QR code
- d) Post-visit e-survey via email

For more details, and to enable you to choose the most appropriate methodology/ies for your organisation, please see [this Knowledge Base article](#).

You can choose one methodology for free per collection period, including five free Premium questions. You may also wish to choose additional methodologies - pricing for these is detailed in [this Knowledge Base article](#).

Premium and bespoke questions are charged in the same way for all methodologies, so your first 5 Premium questions will be free in all methodologies. Data from each methodology flows into the same place, so is indistinguishable in your reporting.

Additional surveys

Each organisation can request one Audience Finder survey per collection period for free. Pricing for additional surveys is detailed in our [Knowledge Base article](#). Bespoke questions, additional Premium questions, and additional methodologies are charged in the same way as for the initial survey.

Additional surveys may be added to your main data feed (i.e. combined with your other survey(s) prior to your results being created) or shown as a separate survey on your dashboards.

Core questions

These questions will be included on your questionnaire by default. They are the foundation of Audience Finder, and enable meaningful benchmark creation, which in turn leads to research and insights for the good of the arts, culture and heritage sector as a whole.

Demographic questions are asked in such a way as to align with the UK Census and the main UK funding bodies' reporting requirements. Aligning with the Census means your audience/visitors can be accurately compared with the population as a whole, so you can see

how representative your audience is of your local population or catchment area; understanding representativeness is the first step to better providing for under-served communities.

These questions are brought together in this section for ease of reference. Results for all core questions are available on the Audience Finder Original dashboard, the Audience Finder Answers Audience Report, and via raw data download.

Interview information

These questions will always be shown at the top of paper questionnaires, and before the interview proper on questionnaires. On e-surveys, the respondent will be asked when they visited your organisation/event.

Interview information							
Date of visit	<input type="text" value="dd/mm/yyyy"/>	Time	<input type="text" value="24hr clock"/>	Interviewer	<input type="text"/>	Location	<input type="text"/>

Previous visits

This question is used to understand the extent to which your organisation is engaging repeat and new audiences. The part about the number of visits in the last 12 months is used to help understand repeat visits within a year, and to calculate how many unique visitors your organisation has per year (as opposed to number of visits).

There are two versions of this question, depending on whether or not respondents could have visited on another occasion in the previous 12 months. In practice, most organisations ask the first version, and festivals/yearly events ask the second version. You will be asked to specify which version you require in the Audience Finder Survey order process.

For organisations with a year-round offer

Question ID: CQ14/15	Have you visited [organisation/event] before today? (Select one only)
	<input type="checkbox"/> Yes, in the last 12 months <input type="checkbox"/> Yes, between one and two years ago <input type="checkbox"/> Yes, between two and three years ago <input type="checkbox"/> Yes, between three and five years ago <input type="checkbox"/> Yes, but more than five years ago <input type="checkbox"/> No, this is my first visit
	<i>(If 'Yes, in the last 12 months')</i> Including today, how many times have you visited [organisation/event] in the last 12 months? <input type="text"/>

For organisations with a yearly offer (e.g. festivals)

Question ID: CQ3/4	Prior to this year, had you attended [organisation/event] before? (Select one only)
	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<i>(If 'Yes')</i> When did you last attend [organisation/event] before this year? (Select one only) <input type="checkbox"/> Last year <input type="checkbox"/> Two years ago <input type="checkbox"/> Three years ago <input type="checkbox"/> Between four and five years ago <input type="checkbox"/> More than five years ago

Artform

If your survey will be used across a variety of artforms, we need to know the artform the respondent experienced during their visit. The relevant artforms will be determined in the Audience Finder Survey order process, and the answers amended appropriately. If you are a single-artform organisation, this question will not be included on your questionnaire - responses will automatically be tagged with your artform.

Question ID: AV8	Which of the following best describes the [performance/event/exhibition]? (Select one only)			
	<input type="checkbox"/> Plays/Drama	<input type="checkbox"/> General entertainment	<input type="checkbox"/> Literature	<input type="checkbox"/> Museum/Heritage
	<input type="checkbox"/> Christmas Show	<input type="checkbox"/> Dance	<input type="checkbox"/> Traditional Visual Arts	<input type="checkbox"/> Outdoor arts
	<input type="checkbox"/> Musical Theatre	<input type="checkbox"/> Music	<input type="checkbox"/> Contemporary Visual Arts	
	<input type="checkbox"/> Children/Family	<input type="checkbox"/> Workshops	<input type="checkbox"/> Film	

Group info

These questions are used to measure the proportions of family (mixed adult and children), single adult, and adult group visits. They also allow you to understand your average group size.

Question ID: GP1/2	Are you visiting with other people today? (Select one only)	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	If yes, <u>how many</u> of those you are visiting with are aged... (this does not include yourself)	
	Under 16 <input type="text"/>	16 or older <input type="text"/>

Motivation

These two questions provide insight into the key motivations of your organisation's audience. The questions and answers are fixed, to enable benchmarking across Audience Finder, however [visiting/attending], [organisation/event] and [Artform is] will be determined based on the information you provide during the Audience Finder Survey order process.

Question ID: IN1/2

Which of the following describe your motivations for [visiting/attending] [organisation/event] today? (Select all that apply)

- | | |
|---|---|
| <input type="checkbox"/> To spend time with friends or 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 or out of the ordinary | <input type="checkbox"/> To educate or stimulate my children |
| <input type="checkbox"/> To learn something | <input type="checkbox"/> Another motivation |
| <input type="checkbox"/> To enjoy the atmosphere | |

(If 'Another motivation') Why else did you [visit/attend]?

And which of these was your main motivation? (Select one only)

- | | |
|---|---|
| <input type="checkbox"/> To spend time with friends or 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 or out of the ordinary | <input type="checkbox"/> To educate or stimulate my children |
| <input type="checkbox"/> To learn something | <input type="checkbox"/> Other motivation |
| <input type="checkbox"/> To enjoy the atmosphere | |

Ratings

These ratings measure the key aspects of audience experience. The question about quality (OP5) relates to the artistic/cultural/heritage content, and the exact wording will be determined through the Audience Finder Survey order process. If you do not issue paid-for tickets, row OP7 will not be included on your questionnaire - this will also be determined during the order process.

Question ID: OP5/7/10	How would you rate the following? (Select one rating for each row)						
		Very good	Good	Neither good nor poor	Poor	Very poor	Don't know/Not applicable
OP5	Quality of the [performance/event/exhibition etc]	<input type="checkbox"/>					
OP7	Value for money of tickets	<input type="checkbox"/>					
OP10	The whole experience	<input type="checkbox"/>					

Net Promoter Score

The Net Promoter Score® is a standard measure to help understand satisfaction with your organisation or event. It produces an overall score and categorises your audiences into Promoters, Neutral, or Detractors. For surveys of one-off events (rather than ongoing surveys), [organisation] may be replaced with the name of the event if requested during the order process.

Question ID: OP15	On a scale of 0-10, how likely is it that you would recommend [organisation] to a friend, family member or colleague, with 10 being extremely likely and 0 being not at all likely? (Select one only)										
	<input type="checkbox"/> 10	<input type="checkbox"/> 9	<input type="checkbox"/> 8	<input type="checkbox"/> 7	<input type="checkbox"/> 6	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	<input type="checkbox"/> 0

Open feedback

Responses to this question are available in your raw data, accessed via your Audience Finder Answers dashboard.

Question ID: OP14	Is there anything else you would like to say about your experience? (Please describe below)
	<input type="text"/>

Gender and sex

Your Audience Finder survey must include a question about sex or gender.

If your organisation is a Band 2 or 3 ACE NPO, an APW, or an RFO, the gender question (CQ17) is mandatory, and will be automatically included in your questionnaire as appropriate for your funding status (as determined through the AF Survey order process). You may also choose to include the sex question (CQ5) alongside the gender question.

If your organisation is not a Band 2 or 3 ACE NPO, an APW, or an RFO, you can choose to ask just the sex question, just the gender question, or both questions. If no preference is stated during the setup process, the gender question will be asked by default.

The **gender** question is about gender identity and has been designed to align with guidance produced by Stonewall:

Question ID: CQ17	Which of the following options best describes how you think of your gender identity? <i>(Select one only)</i>
	<input type="checkbox"/> Female <input type="checkbox"/> Male <input type="checkbox"/> In another way <input type="checkbox"/> Prefer not to say <i>(If 'In another way')</i> How would you describe your gender? <input type="text"/>

The **sex** question is modelled on the 2021 UK Census which asks respondents for their sex registered at birth, allowing you to compare your data against the UK population.

Question ID: CQ5	What is your sex? <i>(Select one only)</i>
	<input type="checkbox"/> Female <input type="checkbox"/> Male <input type="checkbox"/> Prefer not to say

Age

This question allows you to compare your data against the UK population. The specific age breaks are chosen to enable benchmarking and consistent comparisons.

Question ID: CQ6	What is your age? <i>(Select one only)</i>
	<input type="checkbox"/> Under 16 <input type="checkbox"/> 30 - 34 <input type="checkbox"/> 50 - 54 <input type="checkbox"/> 70 - 74 <input type="checkbox"/> Prefer not to say
	<input type="checkbox"/> 16 - 19 <input type="checkbox"/> 35 - 39 <input type="checkbox"/> 55 - 59 <input type="checkbox"/> 75 - 79
	<input type="checkbox"/> 20 - 24 <input type="checkbox"/> 40 - 44 <input type="checkbox"/> 60 - 64 <input type="checkbox"/> 80 - 84
	<input type="checkbox"/> 25 - 29 <input type="checkbox"/> 45 - 49 <input type="checkbox"/> 65 - 69 <input type="checkbox"/> 85 or older

Ethnic group

This question is modelled on the 2011 Census allowing you to compare your data against the population. The version of the question will depend on your organisation's location - the Welsh and Scottish versions are slightly different. Please see the links on page 4 if you are a Welsh or Scottish organisation.

Question ID: CQ8	What is your ethnic group? (Select one only)
	<p>Asian/Asian British</p> <p><input type="checkbox"/> Bangladeshi <input type="checkbox"/> Chinese <input type="checkbox"/> Indian <input type="checkbox"/> Pakistani</p> <p><input type="checkbox"/> Any other Asian background, <i>write in</i> <input type="text"/></p> <p>Black/African/Caribbean/Black British</p> <p><input type="checkbox"/> African <input type="checkbox"/> Caribbean</p> <p><input type="checkbox"/> Any other Black/African/Caribbean background, <i>write in</i> <input type="text"/></p> <p>Mixed/multiple ethnic groups</p> <p><input type="checkbox"/> White and Asian <input type="checkbox"/> White and Black African <input type="checkbox"/> White and Black Caribbean</p> <p><input type="checkbox"/> Any other Mixed/multiple background, <i>write in</i> <input type="text"/></p> <p>White</p> <p><input type="checkbox"/> English/Welsh/Scottish/Northern Irish/British <input type="checkbox"/> Irish <input type="checkbox"/> Gypsy or Irish Traveller</p> <p><input type="checkbox"/> Any other White background, <i>write in</i> <input type="text"/></p> <p>Other ethnic group</p> <p><input type="checkbox"/> Arab <input type="checkbox"/> Any other ethnic group, <i>write in</i> <input type="text"/></p> <p><input type="checkbox"/> Prefer not to say</p>

Disability

Your Audience Finder questionnaire must include a question about disability. There are two approaches - one using a social model of disability, and one using a medical model.

If you are an ACE NPO or a Creative Scotland RFO, the social model of disability question will be added to your questionnaire automatically; you may choose to also ask the medical model question relating to limiting health problems/disabilities if you wish to make direct comparisons with Census data.

*If you are **not** an ACE NPO or a Creative Scotland RFO, you can choose to ask just the social model of disability question, just the medical model of disability question, or both. If no preference is stated during the setup process, the social model will be asked by default.*

The following question has been designed by Arts Council England in collaboration with various interested parties to align with a **social** model of disability:

Question ID: CQ19	Do you identify as a D/deaf or disabled person, or have a long-term health condition? (Select one only)
	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Prefer not to say

The second approach uses a **medical** model of disability, in alignment with the UK Census, allowing you to compare your data against the UK population. Welsh organisations have this version included by default - please see the link on page 4 if you are a Welsh organisation.

Question ID: CQ10	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? (Select one only)
	<input type="checkbox"/> Yes, limited a lot <input type="checkbox"/> Yes, limited a little <input type="checkbox"/> No <input type="checkbox"/> Prefer not to say

Place of residence

These questions are important for understanding the distribution of UK and international audiences. Postcode data is also used to profile respondents using segmentation models such as [Audience Spectrum](#). We require full postcodes (e.g. E1 6LA) for these purposes. Respondents cannot and will not be identified from their postcodes alone, nor can or will they be added to any mailing lists.

Question ID: CQ11/12/13	Do you live in the UK? (Select one only)	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	If you live in the UK, what is your full postcode?	If you live overseas, what is your country of residence?
	<input type="text"/>	<input type="text"/>
	<i>This information will only be used for research. You will not be identified, contacted, or added to any mailing lists.</i>	

Premium Questions

From here onwards, all questions are Premium questions unless otherwise noted, and as such will only be included when requested via the Audience Finder Survey order process. You may add up to five Premium questions per survey free of charge, after which there will be a charge per question - see [this Knowledge Base article](#) for further details.

With each question, the following are noted where relevant:

- **Question ID:** This is the unique ID number of the question. If you want to add or amend a question, please refer to it using this ID.
- **Number of Premium questions:** You may add up to five Premium questions per survey year free of charge. Some 'questions' are actually multiple questions (e.g. grid questions like ratings), and as such may count as more than one question towards this limit.
- **Purpose:** A short summary of what the question is for. This is usually fairly self-explanatory, but sometimes questions have secondary purposes such as determining whether or not other questions are asked.
- **Dependencies:** Other questions which must be included if this question is chosen, and the names of other questions which depend on this question being included
- **Question changes:** Changes to the question text which are permissible
- **Answer changes:** Changes to the answers which are permissible
- **Additional answers:** If you can add additional answers, the criteria for doing so
- **Removed answers:** If you can remove answers, the criteria for doing so

About Visit

Questions in this section are about the mechanics of the respondent's visit - when they arrived, left, what they did - and the recency and frequency of previous visits.

Related questions about recency and frequency of previous visits are included in the core questions on page 8, and a question about the artform experienced during visit on page 9.

Arrival and departure time

Question ID: AV1 Number of Premium questions: 1	At approximately what time did you arrive at [organisation/event], and approximately when do you think you will leave? (Please enter in 24-hour clock format - HH:MM) Arrival <input type="text"/> : <input type="text"/> Departure <input type="text"/> : <input type="text"/>
Purpose: Primarily used to derive length of visit but may be used to identify respondents who visit/leave at particular times. Dependencies: None. Question/answer changes: Within [square brackets] only.	

Average visit frequency

Question ID: AV2a Number of Premium questions: 1	On average, how often do you come to [organisation/event]? (Select one only) <input type="checkbox"/> Less than once a year <input type="checkbox"/> 4 - 5 times a year <input type="checkbox"/> Once a year <input type="checkbox"/> 6 or more times a year <input type="checkbox"/> 2 - 3 times a year
Purpose: Used to determine proportion of first-time and repeat visitors, and the frequency of visits. Dependencies: Asked only if CQ14 or CQ3 indicates respondent has previously visited. Question/answer changes: Within [square brackets] only.	

Annual event visit frequency

<p>Question ID: AV12 Number of Premium questions: 1</p>	<p>Including this year's [festival/other event type], how many times have you attended [organisation/event]? (Select one only)</p> <p><input type="checkbox"/> Once - this is my first time <input type="checkbox"/> Four or five times - this is my fourth or fifth time</p> <p><input type="checkbox"/> Twice - this is my second time <input type="checkbox"/> Including this year, I have been six or more times</p> <p><input type="checkbox"/> Three times - this is my third time</p>
<p>Purpose: Used to determine the number of previous visits to the event. Dependencies: None. Question changes: Within [square brackets] only. Answer changes: No. If your event has taken place fewer times than the listed answers, respondents should only tick the appropriate number of years.</p>	

Actions during visit

<p>Question ID: AV3 Number of Premium questions: 1</p>	<p>What have you done during your visit to [organisation/event] today? (Select all that apply)</p> <p><input type="checkbox"/> Saw a performance or event <input type="checkbox"/> Looked at the building or site itself</p> <p><input type="checkbox"/> Saw an exhibition or display <input type="checkbox"/> Used the [shopping facilities]</p> <p><input type="checkbox"/> [Attended/participated in] a [talk/workshop/class] <input type="checkbox"/> Had a general visit</p> <p><input type="checkbox"/> Used the [food/drink facilities] <input type="checkbox"/> Something else</p> <p>(If 'Something else') What else did you do during your visit?</p> <div data-bbox="629 970 1951 1050" style="border: 1px solid black; height: 50px; width: 100%;"></div>
<p>Purpose: Used to determine the parts of your offer that the respondent has used. Dependencies: None. Question changes: Within [square brackets] only. Answer changes: Within [square brackets] only. You may add new answers to cover the entirety of your offer, and you may remove answers that are about services that aren't available at your site.</p>	

Participation

Question ID: AV7

Number of Premium questions: 1

In which of the following ways have you participated, or do you intend to participate? *(Select all that apply)*

- | | |
|--|--|
| <input type="checkbox"/> As a member of the audience | <input type="checkbox"/> Online |
| <input type="checkbox"/> In a workshop | <input type="checkbox"/> In another way |
| <input type="checkbox"/> As part of a performance | <input type="checkbox"/> None of these - I did not participate |
| <input type="checkbox"/> As an event volunteer | |

(If 'In another way') How else have you participated or will you participate?

Purpose: To understand which respondents have taken part in participatory activity during their visit.

Dependencies: None.

Question changes: None.

Answer changes: You may add new answers to cover the ways audience members may have participated, and you may remove any answers which do not relate to activity available at your site.

Group composition

The main group composition question is automatically included in your survey (see page 9). It enables you to see proportion of visits are made by single adults/in adults-only groups/in adult-and-child groups, and your average group size.

An additional question about organised groups is also included as a Premium question, as follows.

Type of group

Question ID: GP5 Number of Premium questions: 1	Are you [visiting/attending] as part of an organised group (i.e. a tour group, or another type of prearranged structured group visit)? (Select one only) <input type="checkbox"/> Yes <input type="checkbox"/> No
Purpose: Understand the proportion of your visitors who are visiting in an organised group, as opposed to self-directed/planned visits. Dependencies: Only asked if core question GP1 = “Yes”. Question/answer changes: Within [square brackets] only.	

Communication

Questions in this section are designed to help you understand the effectiveness of your various marketing channels, how your on-site visitors use your website prior to a visit, and how your social media activity fits within their digital lives.

Awareness of comms

<p>Question ID: GC1/GC2 Number of Premium questions: 2</p> <p>(Continued on next page)</p>	<p>GC1 Which of the following had you seen or heard about [organisation/event] before [your visit/attending] today? (Select all that apply)</p> <table border="0"> <tr> <td><input type="checkbox"/> Our leaflet, brochure, or other print picked up</td> <td><input type="checkbox"/> Mobile app</td> </tr> <tr> <td><input type="checkbox"/> Our leaflet, brochure, or other print in the post</td> <td><input type="checkbox"/> Newspaper or magazine</td> </tr> <tr> <td><input type="checkbox"/> Our posters or outdoor advertising</td> <td><input type="checkbox"/> Radio or television feature or review</td> </tr> <tr> <td><input type="checkbox"/> Our website</td> <td><input type="checkbox"/> Email from another organisation</td> </tr> <tr> <td><input type="checkbox"/> Our email</td> <td><input type="checkbox"/> From another person or organisation on Twitter</td> </tr> <tr> <td><input type="checkbox"/> Our Facebook</td> <td><input type="checkbox"/> From another person or organisation on Facebook</td> </tr> <tr> <td><input type="checkbox"/> Our Twitter</td> <td><input type="checkbox"/> Other social media</td> </tr> <tr> <td><input type="checkbox"/> Our other social media channels</td> <td><input type="checkbox"/> Word of mouth</td> </tr> <tr> <td><input type="checkbox"/> Our other communications</td> <td><input type="checkbox"/> Something else about the organisation or event</td> </tr> <tr> <td><input type="checkbox"/> Other website</td> <td><input type="checkbox"/> None of these - I did not see or hear any information about the organisation or event before my visit</td> </tr> </table> <p>(If 'Other website') What website did you see information on?</p> <p>(If 'Mobile app') Which app did you see information on?</p> <p>(If 'Newspaper or magazine') Which newspaper or magazine did you see information in?</p>	<input type="checkbox"/> Our leaflet, brochure, or other print picked up	<input type="checkbox"/> Mobile app	<input type="checkbox"/> Our leaflet, brochure, or other print in the post	<input type="checkbox"/> Newspaper or magazine	<input type="checkbox"/> Our posters or outdoor advertising	<input type="checkbox"/> Radio or television feature or review	<input type="checkbox"/> Our website	<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"/> Something else about the organisation or event	<input type="checkbox"/> Other website	<input type="checkbox"/> None of these - I did not see or hear any information about the organisation or event before my visit
<input type="checkbox"/> Our leaflet, brochure, or other print picked up	<input type="checkbox"/> Mobile app																				
<input type="checkbox"/> Our leaflet, brochure, or other print in the post	<input type="checkbox"/> Newspaper or magazine																				
<input type="checkbox"/> Our posters or outdoor advertising	<input type="checkbox"/> Radio or television feature or review																				
<input type="checkbox"/> Our website	<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"/> Something else about the organisation or event																				
<input type="checkbox"/> Other website	<input type="checkbox"/> None of these - I did not see or hear any information about the organisation or event before my visit																				

(Continued from previous page)

(If 'Radio or television feature or review')
Which radio or TV show did you hear/see information on?

(If 'Something else about the organisation or event') How else did you see or hear about the organisation or event?

GC2 And which of these gave you the **strongest encouragement** to [visit/attend]? (Select one only)

- | | |
|--|--|
| <input type="checkbox"/> Our leaflet, brochure, or other print picked up | <input type="checkbox"/> Mobile app |
| <input type="checkbox"/> Our leaflet, brochure, or other print in the post | <input type="checkbox"/> Newspaper or magazine |
| <input type="checkbox"/> Our posters or outdoor advertising | <input type="checkbox"/> Radio or television feature or review |
| <input type="checkbox"/> Our website | <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"/> Something else about the organisation or event |
| <input type="checkbox"/> Other website | <input type="checkbox"/> None of these - I did not see or hear any information about the organisation or event before my visit |

Purpose: Measure awareness of your marketing channels, and their relative usefulness in encouraging a visit.

Dependencies: GC1 and GC2 must be included together.

Question changes: Within [square brackets] only.

Answer changes: Answers relating to your marketing (i.e. anything that starts 'Our') may be removed. All other answers are mandatory.

Website usage

Question ID: GC3

Number of Premium questions: 1

How have you ever used [organisation/event]'s website? *(Select 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 |
| <input type="checkbox"/> To book tickets | <input type="checkbox"/> To share my opinions or ideas |
| <input type="checkbox"/> To find out more about an
[exhibition/event/screening/performance etc] | <input type="checkbox"/> In another way |
| <input type="checkbox"/> To find out more about the organisation | <input type="checkbox"/> I have never used the organisation's website |

(If 'In another way') How else have you used the website?

Purpose: Understanding to what extent, and how, physical audiences/visitors are using your website.

Dependencies: None.

Question/answer changes: Within [square brackets] only.

Social media use

Question ID: GC4 Number of Premium questions: 1	Do you use social media? (e.g. Facebook, Twitter, Instagram, TikTok) (Select one only) <input type="checkbox"/> Yes <input type="checkbox"/> No
Purpose: Not particularly useful on its own, but used to determine whether GC5, GC6, GC7 or GC8 should be asked. Dependencies: Must be included if including GC5, GC6, GC7 or GC8. Question/answer changes: No.	

Social media channels - general

Question ID: GC6 Number of Premium questions: 1	Which social media do you use? (Select all that apply) <input type="checkbox"/> Facebook <input type="checkbox"/> Instagram <input type="checkbox"/> WhatsApp <input type="checkbox"/> Other social media platforms <input type="checkbox"/> Twitter <input type="checkbox"/> Tumblr <input type="checkbox"/> TikTok <input type="checkbox"/> YouTube <input type="checkbox"/> Pinterest <input type="checkbox"/> Snapchat (If 'Other social media platforms') Which other social media platforms do you use? <input type="text"/>
Purpose: Understand which social media platforms your audience/visitors use. Most useful when combined with other questions, to see how this differs across your audience, and the extent to which users of each platform also engage with your organisation via that platform. Dependencies: Must also include GC4. Only asked if GC4 = "Yes". Question/answer changes: No.	

Social media in relation to arts and culture

Question ID: GC5

Number of Premium questions: 1

How do you use social media in relation to arts and culture? *(Select all that apply)*

- To find information out about events or exhibitions
- To share information about events or exhibitions
- To see, hear or share artistic content
- To decide whether to visit
- To arrange who to attend or participate with
- To find or share opinions
- To promote events, exhibitions, or other artistic content
- To interact with arts or cultural organisations, artists and creators
- To contact arts or cultural organisations to ask a question
- To find out news about arts or cultural organisations
- To get offers or discounts
- In another way
- I do not use social media in relation to arts and culture

(If 'In another way') How else do you use social media in relation to arts and culture?

Purpose: Understand how your audience uses social media in relation to arts and culture generally. May suggest ways in which you could utilise your social media presence.

Dependencies: Must also include GC4. Only asked if GC4 = "Yes".

Question/answer changes: No.

Social Media channels - org specific

Question ID: GC7

Number of Premium questions: 1

Which social media do you use to follow [organisation/event]? *(Select all that apply)*

- | | | | |
|-----------------------------------|------------------------------------|-----------------------------------|---|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Instagram | <input type="checkbox"/> WhatsApp | <input type="checkbox"/> Other social media platforms |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Tumblr | <input type="checkbox"/> TikTok | <input type="checkbox"/> I do not use social media to follow the organisation |
| <input type="checkbox"/> YouTube | <input type="checkbox"/> Pinterest | <input type="checkbox"/> Snapchat | |

(If 'Other social media platforms') What other social media do you use to follow [organisation/event]?

Purpose: Understand which social media platforms your audience/visitors use. Most useful when combined with other questions, to see how this differs across your audience, and the extent to which users of each platform also engage with your organisation via that platform.

Dependencies: Must also include GC4. Only asked if GC4 = "Yes".

Question/answer changes: Within [square brackets] only.

Social Media use - org specific

Question ID: GC8

Number of Premium questions: 1

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

- To find information out about [events/exhibitions/screenings/performances etc]
- To share information about [events/exhibitions/screenings/performances etc]
- To see, hear or share artistic content
- To decide whether to [visit/attend]
- To arrange [visiting/attending] with friends
- To find or share opinions about our [events/exhibitions/screenings/performances etc]
- To promote our [events/exhibitions/screenings/performances etc]
- To interact with the organisation
- To contact the organisation to ask a question
- To find out news about the organisation
- To get offers or discounts
- In another way
- I don't use social media in relation to [organisation/event]

(If 'In another way') How else do you use social media in relation to [organisation/event]?

Purpose: Understand how your audience uses social media in relation to arts and culture generally. May suggest ways in which you could utilise your social media presence.

Dependencies: Must also include GC4 and GC7 if asking this question. Only asked if GC4 = "Yes".

Question/answer changes: Within [square brackets] only.

Motivations

The core question set includes a two-part question on why the respondent attended, framed as what they sought to get out of their visit. These can be found on page 10.

The additional Premium question on this theme is to understand the relative levels of importance of the different attributes of your content.

Drivers of choice

Question ID: IN5-8 Number of Premium questions: 1	How important were the following factors in your decision to [visit/attend] [organisation/event] today? (Select one answer for each row)						
			Very important	Important	Somewhat important	Not very important	Not at all important
	IN5	The reputation of [organisation/event]	<input type="checkbox"/>				
	IN6	The venue location	<input type="checkbox"/>				
	IN7	The theme or subject matter	<input type="checkbox"/>				
IN8	The artist or performer(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Purpose: Understand what is drawing your audience to you.							
Dependencies: None.							
Question/answer changes: Content in [square brackets] can be changed. Individual rows may be removed (not added or amended).							

Cultural Activity

Questions in this section relate to other activities the respondent also takes part in, other arts, culture and heritage organisations they visit, and their level of knowledge of/confidence with the arts, culture and heritage.

Other local activity

<p>Question ID: CA1 Number of Premium questions: 1</p>	<p>What else have you done or do you intend to do in [area] as part of your visit to [organisation/event]? (Select all that apply)</p> <table border="0"><tr><td><input type="checkbox"/> Visit a restaurant or café</td><td><input type="checkbox"/> Visit a historic site</td></tr><tr><td><input type="checkbox"/> Visit a pub or bar</td><td><input type="checkbox"/> Other arts or cultural activity</td></tr><tr><td><input type="checkbox"/> Shopping</td><td><input type="checkbox"/> Something else</td></tr><tr><td><input type="checkbox"/> Work or study</td><td></td></tr><tr><td><input type="checkbox"/> Attend a sporting event</td><td><input type="checkbox"/> None of the above</td></tr></table> <p>(If 'Other arts or cultural activity') What other arts or cultural activity have you done or do you intend to do in the area today?</p> <input type="text"/> <p>(If 'Something else') What else have you done or are you planning on doing in the area today?</p> <input type="text"/>	<input type="checkbox"/> Visit a restaurant or café	<input type="checkbox"/> Visit a historic site	<input type="checkbox"/> Visit a pub or bar	<input type="checkbox"/> Other arts or cultural activity	<input type="checkbox"/> Shopping	<input type="checkbox"/> Something else	<input type="checkbox"/> Work or study		<input type="checkbox"/> Attend a sporting event	<input type="checkbox"/> None of the above
<input type="checkbox"/> Visit a restaurant or café	<input type="checkbox"/> Visit a historic site										
<input type="checkbox"/> Visit a pub or bar	<input type="checkbox"/> Other arts or cultural activity										
<input type="checkbox"/> Shopping	<input type="checkbox"/> Something else										
<input type="checkbox"/> Work or study											
<input type="checkbox"/> Attend a sporting event	<input type="checkbox"/> None of the above										
<p>Purpose: Identify other activity carried out as part of visit to organisation/event. Dependencies: None. Question/answer changes: Within [square brackets] only.</p>											

Cultural attendance

Question ID: CA11/CA12 Number of Premium questions: 1	CA11 Which of the following types of arts or heritage events have you attended within the last three years? (Select all that apply)	<input type="checkbox"/> Art gallery or art exhibition <input type="checkbox"/> Museum exhibition <input type="checkbox"/> Theatre performance <input type="checkbox"/> Classical music concert <input type="checkbox"/> Opera	<input type="checkbox"/> Pop/rock concert <input type="checkbox"/> Jazz performance <input type="checkbox"/> Outdoor arts event/festival <input type="checkbox"/> Ballet <input type="checkbox"/> Contemporary dance performance	<input type="checkbox"/> Cinema screening <input type="checkbox"/> Visited a historic/heritage site <input type="checkbox"/> Visited a library <input type="checkbox"/> None of these
	CA12 And of these, which have you attended in the last 12 months? (Select all that apply)	<input type="checkbox"/> Art gallery or art exhibition <input type="checkbox"/> Museum exhibition <input type="checkbox"/> Theatre performance <input type="checkbox"/> Classical music concert <input type="checkbox"/> Opera	<input type="checkbox"/> Pop/rock concert <input type="checkbox"/> Jazz performance <input type="checkbox"/> Outdoor arts event/festival <input type="checkbox"/> Ballet <input type="checkbox"/> Contemporary dance performance	<input type="checkbox"/> Cinema screening <input type="checkbox"/> Visited a historic/heritage site <input type="checkbox"/> Visited a library <input type="checkbox"/> None of these
<p>Purpose: Identify general levels of arts/heritage attendance/visits.</p> <p>Dependencies: CA11 and CA12 must be included together.</p> <p>Question/answer changes: Within [square brackets] only.</p>				

Cultural participation

Question ID: CA6/CA7 Number of Premium questions: 1	CA6	Which of the following activities have you done within the last three years? (Select all that apply)																
		<table border="0"> <tr> <td><input type="checkbox"/> Dance (not for fitness)</td> <td><input type="checkbox"/> Learned or practised circus skills</td> </tr> <tr> <td><input type="checkbox"/> Played a musical instrument or sang for a performance/rehearsal</td> <td><input type="checkbox"/> Painting, drawing, printmaking or sculpture</td> </tr> <tr> <td><input type="checkbox"/> Written music</td> <td><input type="checkbox"/> Made films or videos as an artistic activity</td> </tr> <tr> <td><input type="checkbox"/> Rehearsed or performed in a play/drama</td> <td><input type="checkbox"/> Used a computer to create original artworks or animation</td> </tr> <tr> <td><input type="checkbox"/> Rehearsed or performed in an opera/opera or musical theatre</td> <td><input type="checkbox"/> Crafts (including textile, wood, & pottery)</td> </tr> <tr> <td><input type="checkbox"/> Taken part in a carnival</td> <td><input type="checkbox"/> Read for pleasure (not newspapers, magazines or comics)</td> </tr> <tr> <td><input type="checkbox"/> Taken part in street arts</td> <td><input type="checkbox"/> Written any stories/plays/poetry</td> </tr> <tr> <td><input type="checkbox"/> Photography as an artistic activity</td> <td><input type="checkbox"/> None of these</td> </tr> </table>	<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/opera 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
<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/opera 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																	
	CA7	And of these, which have you done in the last 12 months? (Select all that apply)																
		<table border="0"> <tr> <td><input type="checkbox"/> Dance (not for fitness)</td> <td><input type="checkbox"/> Learned or practised circus skills</td> </tr> <tr> <td><input type="checkbox"/> Played a musical instrument or sang for a performance/rehearsal</td> <td><input type="checkbox"/> Painting, drawing, printmaking or sculpture</td> </tr> <tr> <td><input type="checkbox"/> Written music</td> <td><input type="checkbox"/> Made films or videos as an artistic activity</td> </tr> <tr> <td><input type="checkbox"/> Rehearsed or performed in a play/drama</td> <td><input type="checkbox"/> Used a computer to create original artworks or animation</td> </tr> <tr> <td><input type="checkbox"/> Rehearsed or performed in an opera/opera or musical theatre</td> <td><input type="checkbox"/> Crafts (including textile, wood, & pottery)</td> </tr> <tr> <td><input type="checkbox"/> Taken part in a carnival</td> <td><input type="checkbox"/> Read for pleasure (not newspapers, magazines or comics)</td> </tr> <tr> <td><input type="checkbox"/> Taken part in street arts</td> <td><input type="checkbox"/> Written any stories/plays/poetry</td> </tr> <tr> <td><input type="checkbox"/> Photography as an artistic activity</td> <td><input type="checkbox"/> None of these</td> </tr> </table>	<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/opera 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
<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/opera 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																	
<p>Purpose: Identify general levels of arts/heritage attendance/visits.</p> <p>Dependencies: CA6 and CA7 must be included together.</p> <p>Question/answer changes: No.</p>																		

Professional involvement in arts & culture

Question ID: CA8 Number of Premium questions: 1	Are you professionally involved with arts and culture as any of the following? (Select all that apply) <input type="checkbox"/> As a teacher <input type="checkbox"/> As a student <input type="checkbox"/> As a professional artist or creative (e.g. painter, musician, director, actor, writer) <input type="checkbox"/> In another professional role <input type="checkbox"/> I'm not professionally involved with arts and culture
Purpose: Identify extent of professional involvement (and implied knowledge/confidence) in arts/culture. Dependencies: None. Question/answer changes: No.	

Level of knowledge - artform

Question ID: PR3 Number of Premium questions: 1	How would you describe your knowledge of [Artform]? (Select one only) <input type="checkbox"/> Specialist <input type="checkbox"/> General <input type="checkbox"/> Little or no knowledge
Purpose: Understand respondents' level of knowledge of the artform they engaged with. Dependencies: None. Question/answer changes: Within [square brackets] only.	

Level of knowledge - subject matter

Question ID: PR4 Number of Premium questions: 1	How would you describe your knowledge of [content/museum/collection type e.g. natural history]? (Select one only) <input type="checkbox"/> Specialist <input type="checkbox"/> General <input type="checkbox"/> Little or no knowledge
Purpose: Understand respondents' level of knowledge of the subject matter they engaged with. Dependencies: None. Question/answer changes: Within [square brackets] only.	

Tourism

This section contains questions to identify to what extent your organisation is attracting cultural tourists to your wider area, and, combined with questions in the previous section, understand your contribution to the area's tourism market via their activities in the area. You may also use respondents' postcodes to ascertain whether or not they live locally (see page 15).

Please note, these questions, whilst also being used in economic impact studies, do not allow for a calculation of your organisation's economic impact. If this is an area you would like to investigate, please contact research@theaudienceagency.org.

Culture as a visit driver

Question ID: CA18 Number of Premium questions: 1	Thinking about your decision to visit [area], how important was attending cultural events or venues in that decision? (Select one only) <input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Somewhat important <input type="checkbox"/> Not very important <input type="checkbox"/> Not at all important
Purpose: Question about the pull of the cultural offer of your local area, beyond just your organisation. Dependencies: Must also ask EI1 or PL1 to ensure respondent does not live in the area. [Area] definition must be the same across this question and EI1/PL1. Question/answer changes: Within [square brackets] only.	

Reason for visit to area

Question ID: EI1 Number of Premium questions: 1	Did you plan your trip to [area] particularly to [visit/attend] [organisation/event]? (Select one only) <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not applicable, I live in the area
Purpose: Determines if your organisation is drawing visitors to the area. This alone is not a measure of economic impact; if you wish to understand your organisation's economic impact on your local area, please see the relevant section of this document. Dependencies: May be asked without other EI questions, but must be included if EI2 is included. Question/answer changes: Within [square brackets] only.	

Overnight stays

Question ID: EI2 Number of Premium questions: 1	Is your visit part of a stay away from home? (Select one only) <input type="checkbox"/> Yes <input type="checkbox"/> No
Purpose: Determines if those who are visiting the area particularly for your organisation/event are staying overnight. Can be a useful measure for e.g. tourism boards. Dependencies: Must also include EI1 if including this question. Question/answer changes: No.	

Type of accommodation and number of nights

Question ID: EI4 Number of Premium questions: 1	What types of accommodation are you staying in, and for how many nights? (Select all that apply, and state the number of nights spent at each) <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 - <i>where?</i> <input type="text"/> for <input type="text"/> night(s)
Purpose: Determines where overnight visitors are staying. Can be a useful measure for e.g. tourism boards. Dependencies: Must also include EI1 and EI2 if including this question. Only asked if EI2 = "Yes". Question/answer changes: No.	

Revenue generation

This section contains questions which relate to revenue generated by audiences. You may well already capture many of these figures through e.g. POS or ticketing systems, but including these questions on your survey means you can understand how spend differs between different types of visitor.

Commercial activity

Question ID: SA1 Number of Premium questions: 1	Have you visited [the shop/café/bar etc] during your visit today? (Select all that apply) <input type="checkbox"/> Shop <input type="checkbox"/> Café/bar <input type="checkbox"/> No
Purpose: Slimmed-down alternative to AV3 (all visit actions) if you're only interested in revenue-generating services. Dependencies: None. Question changes: Within [square brackets] only. Please request during order process. Answer changes: Answers may be added or removed as appropriate. Please request during order process.	

Itemised spend

Question ID: SA2 Number of Premium questions: 2	How much have you spent or do you intend to spend during your [visit to/time at] [organisation/event] today? <i>Please indicate spend for each element to the nearest pound</i>
	[Performance/exhibition etc] ticket £ <input type="text"/> Shop £ <input type="text"/>
	Classes or workshops £ <input type="text"/> Programme or guide £ <input type="text"/>
	Café/bar £ <input type="text"/> Other purchases at [organisation/event] £ <input type="text"/>
	(If 'Other purchases at [organisation/event]') What other purchases at [organisation/event]?
	<input type="text"/>
	In total, how much have you spent or do you intend to spend during your [visit to/time at] [organisation/event]? <i>Please indicate spend to the nearest pound</i>
	Total spend during visit £ <input type="text"/>

Purpose: Understand how much individuals spent during their visit, and on what. Particularly useful when looking at differences in spend between different types of visitor.

Dependencies: None.

Question changes: Within [square brackets] only.

Answer changes: Content in [square brackets] can be changed. May add or remove spend categories as appropriate for the offer at your venue/event, but must include "Other" and "Total".

Total spend

Question ID: SA2f Number of Premium questions: 1	In total, how much have you spent or do you intend to spend during your [visit to/time at] [organisation/event]? <i>Please indicate spend to the nearest pound</i>
	£ <input type="text"/>

Purpose: Understand in total how much individuals spent during their visit. Particularly useful when looking at differences in spend between different types of visitor.

Dependencies: Not required if already asking SA2.

Question/answer changes: Within [square brackets] only.

Ratings and feedback

A rating question covering quality, value for money and experience is included on all Audience Finder questionnaires as part of the Core questions, alongside the Net Promoter Score® question and a box for open feedback (“Is there anything else you would like to say about your visit?”). These will be automatically added to your survey - see page 11.

The following rating question has seven rows which can be added to the Core rating question.

Ratings

<p>Question ID: OP1-4, OP6, OP8-9</p> <p>Number of Premium questions:</p> <p>Up to three rows counts as 1 Premium question</p> <p>Four or more rows counts as 2 Premium questions</p> <p><i>Please specify which rows you would like to include during the order process.</i></p>	<p>How would you rate the following? <i>(Select one rating for each row)</i></p>							
			Very good	Good	Neither good nor poor	Poor	Very poor	Don't know/Not applicable
	OP1	How welcoming the staff were	<input type="checkbox"/>					
	OP2	Ticket booking experience	<input type="checkbox"/>					
	OP3	Finding your way around the [site/building] (i.e. directions)	<input type="checkbox"/>					
	OP4	Ease of physical access in and around the [site/building]	<input type="checkbox"/>					
	OP6	Information about [the artform/artists/performers etc]	<input type="checkbox"/>					
	OP8	[Food &/or drink facilities]	<input type="checkbox"/>					
	OP9	[Shopping facilities]	<input type="checkbox"/>					
<p>Purpose: Monitor satisfaction with different parts of your offer.</p> <p>Dependencies: None.</p> <p>Question changes: Main question wording and individual row wording must remain the same, apart from as indicated by [square brackets]. Rows may be removed. New, bespoke rows may be added; each such additional row will count as one additional bespoke question.</p> <p>Answer changes: No.</p>								

Improvements

<p>Question ID: OP11 Number of Premium questions: 1</p>	<p><i>(If 'Poor' or 'Very poor' selected) What could we do to improve any elements you rated poorly? (Please describe below)</i></p> <div data-bbox="629 245 1951 400" style="border: 1px solid #ccc; height: 97px;"></div>
<p>Purpose: Follow-on for OP1-10 rating question. Dependencies: None. Question changes: No.</p>	

Summary of experience

<p>Question ID: OP13 Number of Premium questions: 1</p>	<p>What three words would you use to describe today's [visit/attendance]?</p> <div data-bbox="629 719 1951 772" style="display: flex; justify-content: space-around;"><div data-bbox="629 719 1043 772" style="border: 1px solid #ccc; padding: 2px 10px;">1</div><div data-bbox="1088 719 1503 772" style="border: 1px solid #ccc; padding: 2px 10px;">2</div><div data-bbox="1547 719 1962 772" style="border: 1px solid #ccc; padding: 2px 10px;">3</div></div>		
<p>Purpose: Gather general experiences in respondents' own words. Can be analysed via a word cloud to get a quick overview of general experiences. Dependencies: None. Question changes: No.</p>			

Impacts

This section covers the impacts and possible outcomes of a visit. Questions in this theme are either used to measure impact or provide context so you can understand how impacts may differ based on the respondent's starting point.

Exposure to artform

Question ID: IN10 Number of Premium questions: 1	Had you experienced [artform/event type] before today? (Select one only) <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not sure
Purpose: Gives context to IN9, impact of visit on future attendance. Dependencies: May be asked on its own. Must be included if asking IN9. Question/answer changes: Within [square brackets] only.	

Impact on reattendance

Question ID: IN9 Number of Premium questions: 1	Has your experience today made you more or less likely to attend [artform/event type] in the future? (Select one only) <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
Purpose: Understand the potential impact on respondents' future engagement with the artform. Dependencies: Must also include IN10. Question/answer changes: Within [square brackets] only.	

Impact scales

<p>Question ID: EE1-EE1j</p> <p>Number of Premium questions:</p> <p>1-4 rows count as 1 Premium question</p> <p>5-8 rows count as 2 Premium questions</p> <p>9-11 rows count as 3 Premium questions</p> <p><i>Please specify which rows you would like to include during the order process.</i></p>	<p>Thinking about the [event/performance/exhibition where you spent most of your time etc], to what extent would you agree or disagree with the following statements? <i>(Select one answer for each row)</i></p>							
			Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know/Not applicable
	EE1	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"/>
	EE1a	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"/>
	EE1b	I learnt or discovered something new	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	EE1c	It deepened my understanding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	EE1d	It was memorable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	EE1e	I enjoyed it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	EE1f	It was emotional or moving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	EE1g	I felt inspired	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	EE1h	It was fun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	EE1i	It was relaxing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EE1j	I could relate to it easily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<p>Purpose: Understand the immediate impacts an exhibition has on the respondent.</p> <p>Dependencies: None.</p> <p>Question/answer changes: For the main question only content in [square brackets] can be changed. Individual rows may be removed (not added or amended).</p>								

Community impacts

Question ID: CY1-CY4 Number of Premium questions: 1	To what extent would you agree or disagree with the following statements? (Select one answer for each row)						
			Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
	CY1	[Organisation/event] is welcoming for the whole community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	CY2	[Organisation/event] encourages participation in community life and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	CY3	[Organisation/event] enhances the sense of community in [area]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CY4	[Organisation/event] is good for [area]'s image	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<p>Purpose: These questions can be a useful measure of your organisation's impact on the local community, from your audience's point of view.</p> <p>Dependencies: None.</p> <p>Question/answer changes: Within [square brackets] only. Individual rows may be removed (not added or amended).</p>							

Generic Learning Outcomes

<p>Question ID: ED1-ED1l</p> <p>Number of Premium questions:</p> <p>1-4 rows count as 1 Premium question</p> <p>5-8 rows count as 2 Premium questions</p> <p>9-13 rows count as 3 Premium questions</p> <p><i>Please specify which rows you would like to include during the order process.</i></p>	<p>How would you rate [organisation/event] for the following? (Select one rating for each row)</p>						
			Very good	Good	Neither good nor poor	Poor	Very poor
	ED1	As a place where you can learn	<input type="checkbox"/>				
	ED1a	For building your knowledge, understanding, skills and expertise	<input type="checkbox"/>				
	ED1b	For inspiring you to use what you've done or seen here in other aspects of your life	<input type="checkbox"/>				
	ED1c	For building pride in this local area	<input type="checkbox"/>				
	ED1d	For encouraging you to participate in community matters	<input type="checkbox"/>				
	ED1e	As a place for the whole community	<input type="checkbox"/>				
	ED1f	As somewhere that all sorts of people can mix and understand each other's cultures	<input type="checkbox"/>				
	ED1g	Collections that are relevant to you	<input type="checkbox"/>				
	ED1h	Giving you good access to collections either on display or through computer or other technology	<input type="checkbox"/>				
	ED1i	Having knowledgeable and responsive staff	<input type="checkbox"/>				
	ED1j	Making you feel welcome and comfortable	<input type="checkbox"/>				
	ED1k	Giving you a good quality experience	<input type="checkbox"/>				
ED1l	Being responsive to your needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<p>Purpose: These questions can be a useful measure of the social, community and learning benefits that audiences gain from interacting with your organisation.</p> <p>Dependencies: None.</p> <p>Question/answer changes: Within [square brackets] only. Individual rows may be removed (not added or amended).</p>							

Membership and fundraising

This group of questions are designed to help with fundraising, through understanding your audience/visitors' knowledge of your charitable status, their current and future levels of support. There are also questions about membership, to investigate what proportion of visits are made by members, and what members (and ex-members) valued about their membership.

These questions are most useful when combined with others, for example to see if there are certain types of visitor who are more or less likely to support the organisation through donating, or differences in the characteristics of current and ex-members.

Membership

Question ID: MB1 Number of Premium questions: 1	Are you a [member, patron, friend etc] of [organisation/event]? (Select one only) <input type="checkbox"/> Yes, I'm currently a [member, patron, friend etc] <input type="checkbox"/> No, I've never been a [member, patron, friend etc] <input type="checkbox"/> No, but I used to be a [member, patron, friend etc]
Purpose: You probably already know how many members you have; use this question in combination with others to determine how they differ from non-members. Dependencies: May be asked on its own. Must be included if asking question MB2. Question/answer changes: Within [square brackets] only.	

Benefits

<p>Question ID: MB2 Number of Premium questions: 1</p>	<p>Why did you become a [member, patron, friend etc]? (Select up to three)</p> <table border="0"><tr><td><input type="checkbox"/> Someone bought it for me</td><td><input type="checkbox"/> Member emails or newsletter</td></tr><tr><td><input type="checkbox"/> Ticket discounts</td><td><input type="checkbox"/> Discounts at partner organisations</td></tr><tr><td><input type="checkbox"/> Discounted or no booking fees</td><td><input type="checkbox"/> To support the organisation</td></tr><tr><td><input type="checkbox"/> Priority booking</td><td><input type="checkbox"/> To be affiliated with or a part of the organisation</td></tr><tr><td><input type="checkbox"/> Access to special events</td><td><input type="checkbox"/> It encourages me experience things that are new or out of the ordinary</td></tr><tr><td><input type="checkbox"/> [Organisation/event] magazine or publications</td><td><input type="checkbox"/> To learn more about the arts</td></tr><tr><td><input type="checkbox"/> Food and drink discounts at [organisation/event]</td><td><input type="checkbox"/> For another reason</td></tr></table> <p>(If 'For another reason') Why else did you become a [member, patron, friend etc]?</p> <div style="border: 1px solid black; height: 40px; width: 100%;"></div>	<input type="checkbox"/> Someone bought it for me	<input type="checkbox"/> Member emails or newsletter	<input type="checkbox"/> Ticket discounts	<input type="checkbox"/> Discounts at partner organisations	<input type="checkbox"/> Discounted or no booking fees	<input type="checkbox"/> To support the organisation	<input type="checkbox"/> Priority booking	<input type="checkbox"/> To be affiliated with or a part of the organisation	<input type="checkbox"/> Access to special events	<input type="checkbox"/> It encourages me experience things that are new or out of the ordinary	<input type="checkbox"/> [Organisation/event] magazine or publications	<input type="checkbox"/> To learn more about the arts	<input type="checkbox"/> Food and drink discounts at [organisation/event]	<input type="checkbox"/> For another reason
<input type="checkbox"/> Someone bought it for me	<input type="checkbox"/> Member emails or newsletter														
<input type="checkbox"/> Ticket discounts	<input type="checkbox"/> Discounts at partner organisations														
<input type="checkbox"/> Discounted or no booking fees	<input type="checkbox"/> To support the organisation														
<input type="checkbox"/> Priority booking	<input type="checkbox"/> To be affiliated with or a part of the organisation														
<input type="checkbox"/> Access to special events	<input type="checkbox"/> It encourages me experience things that are new or out of the ordinary														
<input type="checkbox"/> [Organisation/event] magazine or publications	<input type="checkbox"/> To learn more about the arts														
<input type="checkbox"/> Food and drink discounts at [organisation/event]	<input type="checkbox"/> For another reason														
<p>Purpose: Start to understand the most important membership benefits. You may need to run additional standalone member research to understand this in enough detail to action.</p> <p>Dependencies: Must also include MB1.</p> <p>Question changes: Within [square brackets] only.</p> <p>Answer changes: May remove non-applicable answers.</p>															

Awareness of charity status

<p>Question ID: FG1 Number of Premium questions: 1</p>	<p>Do you think [organisation/event] is a [registered charity/not-for-profit organisation]? (Select one only)</p> <table border="0"><tr><td><input type="checkbox"/> Yes</td><td><input type="checkbox"/> No</td><td><input type="checkbox"/> Don't know</td></tr></table>	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Don't know
<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Don't know		
<p>Purpose: Understand how often your organisation is seen as a charity amongst your audience/visitors. Most useful when compared with sector benchmarks, or when cross-tabulated with other questions.</p> <p>Dependencies: None.</p> <p>Question/answer changes: Within [square brackets] only.</p>				

Current support

<p>Question ID: FG2 Number of Premium questions: 1</p>	<p>Do you currently support [organisation/event] in any of the following ways? (Select all that apply)</p> <table border="0"><tr><td><input type="checkbox"/> Through one-off donations</td><td><input type="checkbox"/> Through membership</td></tr><tr><td><input type="checkbox"/> By making regular donations</td><td><input type="checkbox"/> By attending fundraising events</td></tr><tr><td><input type="checkbox"/> By leaving a legacy</td><td><input type="checkbox"/> In another way</td></tr><tr><td><input type="checkbox"/> By volunteering</td><td><input type="checkbox"/> None of the above</td></tr></table> <p>(If 'In another way') How else do you support the organisation?</p> <div style="border: 1px solid black; height: 40px; width: 100%;"></div>	<input type="checkbox"/> Through one-off donations	<input type="checkbox"/> Through membership	<input type="checkbox"/> By making regular donations	<input type="checkbox"/> By attending fundraising events	<input type="checkbox"/> By leaving a legacy	<input type="checkbox"/> In another way	<input type="checkbox"/> By volunteering	<input type="checkbox"/> None of the above
<input type="checkbox"/> Through one-off donations	<input type="checkbox"/> Through membership								
<input type="checkbox"/> By making regular donations	<input type="checkbox"/> By attending fundraising events								
<input type="checkbox"/> By leaving a legacy	<input type="checkbox"/> In another way								
<input type="checkbox"/> By volunteering	<input type="checkbox"/> None of the above								
<p>Purpose: Understand how your visitors support your organisation. You probably already know how many donors and volunteers you have; the value of this question is in understanding how different parts of your audience are supporting you in different ways.</p> <p>Dependencies: None.</p> <p>Question changes: Within [square brackets] only.</p> <p>Answer changes: May remove non-applicable answers if requested during survey order process.</p>									

Potential support

<p>Question ID: FG3 Number of Premium questions: 1</p>	<p>Would you consider supporting [organisation/event] in any of the following ways? (Select all that apply)</p> <table border="0"><tr><td><input type="checkbox"/> By making a one-off donation</td><td><input type="checkbox"/> By joining the membership scheme</td></tr><tr><td><input type="checkbox"/> By making a regular donation</td><td><input type="checkbox"/> By attending a fundraising event</td></tr><tr><td><input type="checkbox"/> By leaving a legacy</td><td><input type="checkbox"/> In another way</td></tr><tr><td><input type="checkbox"/> By volunteering</td><td><input type="checkbox"/> None of the above</td></tr></table> <p>(If 'In another way') How else would you consider supporting the organisation?</p> <div style="border: 1px solid black; height: 40px; width: 100%;"></div>	<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"/> In another way	<input type="checkbox"/> By volunteering	<input type="checkbox"/> None of the above
<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"/> In another way								
<input type="checkbox"/> By volunteering	<input type="checkbox"/> None of the above								
<p>Purpose: Understand how your visitors might support your organisation in future. This question is a blunt tool but may be a first step in researching your fundraising plans.</p> <p>Dependencies: None.</p> <p>Question/answer changes: Within [square brackets] only.</p>									

Place and Profile

The key demographic profile questions are in the core question set and as such will automatically be included in your survey. These questions cover:

- Sex and gender (page 12)
- Age (page 12)
- Ethnic Group (page 13)
- Disability (page 14)
- Place of residence (postcode or country of residence) (page 15)

Your Audience Spectrum profile will be created from postcodes collected via your survey and presented on your Audience Finder Answers and Audience Finder Original dashboards.

The Premium questions in this section cover a wide range of topics which cover profile/demographic-adjacent themes such as language, occupation and educational level, where respondents live, study and work in relation to your site/building, and professional relationships with and knowledge of the artform at hand.

Relationship with local area

<p>Question ID: PL1 Number of Premium questions: 1</p>	<p>Which of the following describe you? (Select all that apply)</p> <p><input type="checkbox"/> I live near [organisation/event] <input type="checkbox"/> I study near [organisation/event]</p> <p><input type="checkbox"/> I work near [organisation/event] <input type="checkbox"/> None of the above</p>
<p>Purpose: Understand 'local' audiences/visitors, beyond those who live nearby (as determined by postcode). Dependencies: None. Question/answer changes: Within [square brackets] only.</p>	

Local workers and students

Question ID: CA10 Number of Premium questions: 1	How often do you work or study in [area]? (Select one only) <input type="checkbox"/> Most days <input type="checkbox"/> At least once a week <input type="checkbox"/> At least once a month <input type="checkbox"/> At least once a year <input type="checkbox"/> Less often or never
Purpose: Identify people who are 'local' but do not live nearby (as otherwise indicated by home postcode). Dependencies: None. Question/answer changes: Within [square brackets] only.	

Education

Question ID: PR1 Number of Premium questions: 1	Which of the following best describes your <u>highest</u> educational qualification? (Select one only) <input type="checkbox"/> Degree & professional or vocational equivalents <input type="checkbox"/> Other Higher Education below degree level <input type="checkbox"/> A levels, vocational level 3 & equivalents <input type="checkbox"/> Trade Apprenticeships <input type="checkbox"/> GCSE or O Level grade A*-C (5 or more), vocational level 2 & equivalents <input type="checkbox"/> GCSE or O Level grade (less than 5 A*-C), other qualifications at level 1 and below <input type="checkbox"/> Other qualifications: level unknown <input type="checkbox"/> No qualifications <input type="checkbox"/> Prefer not to say
Purpose: Understand respondents' highest level of educational attainment, in line with Census statistics. Dependencies: None. Question/answer changes: No.	

Occupation

<p>Question ID: PR2 Number of Premium questions: 1</p>	<p>What is your current occupational status? (Select one only)</p> <table border="0"><tr><td><input type="checkbox"/> Employed: Full-time</td><td><input type="checkbox"/> Retired</td></tr><tr><td><input type="checkbox"/> Employed: Part-time</td><td><input type="checkbox"/> Looking after home or family</td></tr><tr><td><input type="checkbox"/> Self-employed</td><td><input type="checkbox"/> Long term sick or disabled</td></tr><tr><td><input type="checkbox"/> Unemployed</td><td><input type="checkbox"/> Other occupational status</td></tr><tr><td><input type="checkbox"/> Full time student</td><td><input type="checkbox"/> Prefer not to say</td></tr></table> <p>(If 'Other occupational status') How would you describe your occupational status?</p> <input type="text"/>	<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 occupational status	<input type="checkbox"/> Full time student	<input type="checkbox"/> Prefer not to say
<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 occupational status										
<input type="checkbox"/> Full time student	<input type="checkbox"/> Prefer not to say										
<p>Purpose: Understand respondents' occupational status, in line with Census statistics. Dependencies: None. Question/answer changes: No.</p>											

Sexuality

<p>Question ID: PR5 Number of Premium questions: 1</p>	<p>Which of the following options best describes how you think of yourself? (Select one only)</p> <table border="0"><tr><td><input type="checkbox"/> Heterosexual/Straight</td><td><input type="checkbox"/> Other</td></tr><tr><td><input type="checkbox"/> Lesbian/Gay</td><td></td></tr><tr><td><input type="checkbox"/> Bisexual</td><td><input type="checkbox"/> Prefer not to say</td></tr></table> <p>(If 'Other') How would you describe your sexuality?</p> <input type="text"/>	<input type="checkbox"/> Heterosexual/Straight	<input type="checkbox"/> Other	<input type="checkbox"/> Lesbian/Gay		<input type="checkbox"/> Bisexual	<input type="checkbox"/> Prefer not to say
<input type="checkbox"/> Heterosexual/Straight	<input type="checkbox"/> Other						
<input type="checkbox"/> Lesbian/Gay							
<input type="checkbox"/> Bisexual	<input type="checkbox"/> Prefer not to say						
<p>Purpose: Understand respondents' sexuality, in line with advice from Stonewall. Dependencies: None. Question/answer changes: No.</p>							

Scottish Gaelic language

Question ID: PR6 Number of Premium questions: 1	Do you speak Gaelic? (Select one only) <input type="checkbox"/> Yes, fluently <input type="checkbox"/> Yes, not fluently <input type="checkbox"/> No
Purpose: Understand respondents' level of spoken Gaelic. Dependencies: None. Question/answer changes: No.	

Welsh language

Question ID: PR7 Number of Premium questions: 1	Do you speak Welsh? (Select one only) <input type="checkbox"/> Yes, fluently <input type="checkbox"/> Yes, not fluently <input type="checkbox"/> No
Purpose: Understand respondents' level of spoken Welsh. Dependencies: None. Question/answer changes: No.	

Family

This theme covers how audiences respond to your family offer and gives context to the who constitutes the respondent's household. You can compare results to the latter with the Census.

The core question "Are you visiting with other people today?" (see page 9) is used to understand the structure of groups visiting your venue - e.g. are they visiting in family groups. It will also tell you the overall proportion of your audience who are aged under 16. All other results in the Audience Finder survey only relate to adult (16 or older) visitors.

Household ages

Question ID: FA1 Number of Premium questions: 2	Are there any children (under 16s) in your household? (Select one only)						
	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say				
	<i>(If 'Yes')</i> How many are aged...						
	Under 5	<input type="text"/>	5 - 11	<input type="text"/>	12 - 15	<input type="text"/>	<input type="checkbox"/> Prefer not to say
Purpose: This question is not about who the respondent is visiting with, but their household structure. This can be compared with Census data about household structure in your area. Dependencies: None. Question/answer changes: No.							

Family ratings

Question ID: FA3-9 Number of Premium questions: 2	How would you rate the following for families at [organisation/event]? (Select one rating for each row)							
			Very good	Good	Neither good nor poor	Poor	Very poor	Don't know/Not applicable
	FA3	Facilities	<input type="checkbox"/>					
	FA4	Programme content	<input type="checkbox"/>					
	FA5	Timing of events	<input type="checkbox"/>					
	FA6	Communications about events and facilities	<input type="checkbox"/>					
	FA7	Pricing	<input type="checkbox"/>					
	FA8	The shop	<input type="checkbox"/>					
	FA9	<i>(If 'Poor' or 'Very poor' selected) What could we do to improve anything you rated poorly? (Please describe below)</i>						
<div style="border: 1px solid black; height: 100px; width: 100%;"></div>								
<p>Purpose: This question is designed to measure audience ratings of the different facets of your family offer.</p> <p>Dependencies: None.</p> <p>Question/answer changes: Content in [square brackets] can be changed. Individual rows may be removed (not added or amended).</p>								

Travel

These questions can simply be used to understand how people are making their way to your venue, or can be uploaded into the Julie's Bicycle environmental impact framework. If you'd like to do this, you must ask TR3, JB1 and JB2, with no changes to the questions or answers. We do not provide analysis of these questions, but you can pass your raw data to Julie's Bicycle for analysis of your audience's travel-related carbon footprint.

Travel miles

<p>Question ID: TR3 Number of Premium questions: 1</p>	<p>Did you travel to [organisation/event] from home today? <i>(Select one only)</i></p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Approximately how many miles did you travel to get here today?</p> <input type="text"/>
<p>Purpose: Distance can be calculated from home postcode. When respondents travel from places other than home, this question is used to calculate travel distance instead.</p> <p>Dependencies: May be asked on its own. To submit data to the Julie's Bicycle framework, JB1 and JB2 must also be included.</p> <p>Question/answer changes: Within [square brackets] only.</p>	

Travel mode

<p>Question ID: JB1</p> <p>Number of Premium questions: 1</p>	<p>How did you travel here today? Please include <u>all</u> methods related to your visit to this organisation/event.</p> <table border="0"> <tr> <td><input type="checkbox"/> Car</td> <td><input type="checkbox"/> On foot</td> <td><input type="checkbox"/> Short-haul flight</td> </tr> <tr> <td><input type="checkbox"/> Bus</td> <td><input type="checkbox"/> Bicycle</td> <td><input type="checkbox"/> Long-haul flight</td> </tr> <tr> <td><input type="checkbox"/> Light rail (Tram/Tube/Metro)</td> <td><input type="checkbox"/> Coach</td> <td><input type="checkbox"/> Another form of transport</td> </tr> <tr> <td><input type="checkbox"/> Train</td> <td><input type="checkbox"/> Motorcycle</td> <td></td> </tr> <tr> <td><input type="checkbox"/> Taxi/Uber/hire car</td> <td><input type="checkbox"/> Ferry/riverboat</td> <td></td> </tr> </table> <p><i>(If 'Another form of transport')</i> What other form(s) of transport did you use to travel here today? <input type="text"/></p> <p><i>(If 'Car')</i> How many people were in the car (including you)? <input type="text"/></p>	<input type="checkbox"/> Car	<input type="checkbox"/> On foot	<input type="checkbox"/> Short-haul flight	<input type="checkbox"/> Bus	<input type="checkbox"/> Bicycle	<input type="checkbox"/> Long-haul flight	<input type="checkbox"/> Light rail (Tram/Tube/Metro)	<input type="checkbox"/> Coach	<input type="checkbox"/> Another form of transport	<input type="checkbox"/> Train	<input type="checkbox"/> Motorcycle		<input type="checkbox"/> Taxi/Uber/hire car	<input type="checkbox"/> Ferry/riverboat	
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<input type="checkbox"/> Taxi/Uber/hire car	<input type="checkbox"/> Ferry/riverboat															
<p>Purpose: To understand which methods of transport people are using to travel to your event.</p> <p>Dependencies: May be asked on its own. To submit data to the Julie's Bicycle framework, TR3 and JB2 must also be included.</p> <p>Question/answer changes: No</p>																

<p>Question ID: JB2</p> <p>Number of Premium questions: 1</p>	<p>Approximately what percentage of the distance of your journey did each mode of transport account for? Please estimate a percentage; percentages should add up to 100%</p> <table border="0"> <tr> <td>Car</td><td><input type="text"/></td><td>%</td> <td>On foot</td><td><input type="text"/></td><td>%</td> <td>Short-haul flight</td><td><input type="text"/></td><td>%</td> </tr> <tr> <td>Bus</td><td><input type="text"/></td><td>%</td> <td>Bicycle</td><td><input type="text"/></td><td>%</td> <td>Long-haul flight</td><td><input type="text"/></td><td>%</td> </tr> <tr> <td>Light rail (Tram/Tube/Metro)</td><td><input type="text"/></td><td>%</td> <td>Coach</td><td><input type="text"/></td><td>%</td> <td>Other form of transport</td><td><input type="text"/></td><td>%</td> </tr> <tr> <td>Train</td><td><input type="text"/></td><td>%</td> <td>Motorcycle</td><td><input type="text"/></td><td>%</td> <td></td><td></td><td></td> </tr> <tr> <td>Taxi/Uber/hire car</td><td><input type="text"/></td><td>%</td> <td>Ferry/riverboat</td><td><input type="text"/></td><td>%</td> <td></td><td></td><td></td> </tr> </table>	Car	<input type="text"/>	%	On foot	<input type="text"/>	%	Short-haul flight	<input type="text"/>	%	Bus	<input type="text"/>	%	Bicycle	<input type="text"/>	%	Long-haul flight	<input type="text"/>	%	Light rail (Tram/Tube/Metro)	<input type="text"/>	%	Coach	<input type="text"/>	%	Other form of transport	<input type="text"/>	%	Train	<input type="text"/>	%	Motorcycle	<input type="text"/>	%				Taxi/Uber/hire car	<input type="text"/>	%	Ferry/riverboat	<input type="text"/>	%			
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<p>Purpose: To understand how much of the journey each mode of transport was used for.</p> <p>Dependencies: Must also include JB1. To submit data to the Julie's Bicycle framework, TR3 and JB1 must also be included.</p> <p>Question/answer changes: No</p>																																														

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