

Audience Finder 2020/21 survey

Premium Questions List

With each Audience Finder survey, we are able to provide five free premium questions per benchmark year. Any additional questions are priced at £100 plus VAT, per question.

Some questions have been grouped, and count as one.

If a '/' has been used this means that this grouping would count as one question.

If an '&' has been used this means that this grouping would count as two questions.

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About Visit (AV)

Arrival and departure

Code: AV1

At approximately what time did you arrive at [org/event], and what [time do you anticipate that you will leave/is the current time]? (HH:MM)

Arrival : Departure :

Average visit frequency

Code: AV2/AV2a

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

Yes No

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

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

Answer codes fixed

Annual event visit frequency

Code: AV12

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

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

Answer codes fixed. AV12 has to be asked in addition to compulsory CQ3, CQ4

Actions

Actions during visit

Code: AV3/AV3a

Which of the following have you done on your visit to [org/event] today? (Tick all that apply)

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

Participation

Participation

Code: AV7

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

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

Answer codes fixed

Cultural Activity (EI/CA)

Tourism

If doing EIA there is no need to include EI questions twice.

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

| Overnight stay | Codes: EI2 & EI4 |
|--|-----------------------------------|
| Is your visit part of a stay away from home? (Tick one only) | |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Overnight stay – type of accommodation & number of nights | |
| If yes, which of the following types of accommodation are you staying in and for how many nights? Please tick and state the number of nights spent | |
| <input type="checkbox"/> With friends or family | for <input type="text"/> night(s) |
| <input type="checkbox"/> In paid accommodation (e.g. hotel) | for <input type="text"/> night(s) |
| <input type="checkbox"/> Other - where? <input type="text"/> | for <input type="text"/> night(s) |

Other local activity

| Other local activity | Code: CA1 |
|---|--|
| Which of these have you done or do you intend to do in [insert your Geographical Area of Interest here] on this visit to [org/event]? (Tick all that apply) | |
| <input type="checkbox"/> Visit a restaurant/café | <input type="checkbox"/> Visit a historic site |
| <input type="checkbox"/> Visit a pub/bar | <input type="checkbox"/> Other arts/cultural activity - which? _____ |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Other - what else? _____ |
| <input type="checkbox"/> Work/study | |
| <input type="checkbox"/> Attend a sporting event | <input type="checkbox"/> None of the above, I'm only visiting the organisation/event |
| Answer codes fixed | |

Cluster Crossover

| Cluster crossover | | Code: CA2/CA3 |
|--|---|---|
| Which of the following have you visited within the last three years ? <i>(Tick all that apply)</i> | | |
| And of these, which have you visited in the last 12 months ? <i>(Circle all that apply)</i> | | |
| <input type="checkbox"/> List of other orgs | <input type="checkbox"/> List of other orgs | <input type="checkbox"/> List of other orgs |
| <input type="checkbox"/> List of other orgs | <input type="checkbox"/> List of other orgs | <input type="checkbox"/> List of other orgs |
| <input type="checkbox"/> List of other orgs | <input type="checkbox"/> List of other orgs | <input type="checkbox"/> List of other orgs |
| <input type="checkbox"/> List of other orgs | <input type="checkbox"/> List of other orgs | <input type="checkbox"/> List of other orgs |
| <input type="checkbox"/> List of other orgs | <input type="checkbox"/> List of other orgs | <input type="checkbox"/> List of other orgs |
| <input type="checkbox"/> List of other orgs | <input type="checkbox"/> List of other orgs | <input type="checkbox"/> List of other orgs |
| <input type="checkbox"/> List of other orgs | <input type="checkbox"/> List of other orgs | <input type="checkbox"/> None of these |
| <i>If the total number of agreed cluster orgs listed does not exceed 18, each individual can add up to 3 organisations of interest</i> | | |

Cultural attendance and participation

| Cultural attendance | | Code: CA11/CA12 |
|--|---|---|
| Which of the following types of arts/heritage events have you attended within the last three years ? <i>(Tick all that apply)</i> | | |
| And of these, which have you attended in the last 12 months ? <i>(Circle all that apply)</i> | | |
| <input type="checkbox"/> Art gallery or art exhibition | <input type="checkbox"/> Pop/rock concert | <input type="checkbox"/> Cinema screening |
| <input type="checkbox"/> Museum exhibition | <input type="checkbox"/> Jazz performance | <input type="checkbox"/> Visited a historic/heritage site |
| <input type="checkbox"/> Theatre performance | <input type="checkbox"/> Outdoor arts event/festival | <input type="checkbox"/> Visited a library |
| <input type="checkbox"/> Classical music concert | <input type="checkbox"/> Ballet | |
| <input type="checkbox"/> Opera | <input type="checkbox"/> Contemporary dance performance | <input type="checkbox"/> None of these |
| <i>Answer codes fixed</i> | | |

| General cultural participation | | Code: CA6/CA7 |
|---|---|---------------|
| Which of the following activities have you done within the last three years ? <i>(Tick all that apply)</i> | | |
| And of these, which have you done in the last 12 months ? <i>(Circle all that apply)</i> | | |
| <input type="checkbox"/> Dance (not for fitness) | <input type="checkbox"/> Learned or practised circus skills | |
| <input type="checkbox"/> Played a musical instrument or sang for a performance/rehearsal | <input type="checkbox"/> Painting, drawing, printmaking or sculpture | |
| <input type="checkbox"/> Written music | <input type="checkbox"/> Made films or videos as an artistic activity | |
| <input type="checkbox"/> Rehearsed or performed in a play / drama | <input type="checkbox"/> Used a computer to create original artworks or animation | |
| <input type="checkbox"/> Rehearsed or performed in an opera / operetta or musical theatre | <input type="checkbox"/> Crafts (including textile, wood, & pottery) | |
| <input type="checkbox"/> Taken part in a carnival | <input type="checkbox"/> Read for pleasure (not newspapers, magazines or comics) | |
| <input type="checkbox"/> Taken part in street arts | <input type="checkbox"/> Written any stories/plays/poetry | |
| <input type="checkbox"/> Photography as an artistic activity | <input type="checkbox"/> None of these | |
| <i>Answer code order and labels fixed</i> | | |

Professional involvement in arts & culture

Professional involvement in arts & culture

Code: CA8

Are you **professionally** involved with arts and culture as any of the following? *(Tick all that apply)*

- | | |
|---|--|
| <input type="checkbox"/> Teacher | <input type="checkbox"/> Other professional role |
| <input type="checkbox"/> Student | <input type="checkbox"/> I'm not professionally involved with arts and culture |
| <input type="checkbox"/> Artist (e.g. painter, musician, director, actor, writer) | |

Answer codes fixed

Cultural visits elsewhere

Cultural visits elsewhere

Code: CA9/CA10

On average, how often have you attended [art form] in [insert your Geographical Area of Interest here]? *(Tick one only)*

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

- | | |
|--|---|
| <input type="checkbox"/> Most days | <input type="checkbox"/> At least once a year |
| <input type="checkbox"/> At least once a week | <input type="checkbox"/> Less often / never |
| <input type="checkbox"/> At least once a month | |

Answer codes fixed

Non attendance

Organisations not visited

Code: CA13/CA14

Which of the following [organisations/events] have you **never** been to? (Tick all that apply)

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

- | | |
|---|--|
| <input type="checkbox"/> List of other orgs | <input type="checkbox"/> List of other orgs |
| <input type="checkbox"/> List of other orgs | <input type="checkbox"/> List of other orgs |
| <input type="checkbox"/> List of other orgs | <input type="checkbox"/> List of other orgs |
| <input type="checkbox"/> List of other orgs | <input type="checkbox"/> List of other orgs |
| <input type="checkbox"/> List of other orgs | <input type="checkbox"/> I've been to all of these |

Reasons for non-attendance

Codes: CA15/CA16 & CA17

We'd love to understand why you're unlikely to attend that particular organisation/event. Please tick all the statements which apply:

And which of these is your main reason? (Circle one only)

- | | |
|---|---|
| <input type="checkbox"/> I haven't had the time | <input type="checkbox"/> I don't have anyone to go with |
| <input type="checkbox"/> Childcare difficulties | <input type="checkbox"/> I'm not into that type of art/cultural offer |
| <input type="checkbox"/> It's too expensive | <input type="checkbox"/> I have never got round to visiting |
| <input type="checkbox"/> It's difficult to access by public transport | <input type="checkbox"/> I've never heard of it |
| <input type="checkbox"/> Car parking is a problem | <input type="checkbox"/> I feel intimidated by the venue |
| <input type="checkbox"/> There's not been anything on that I've wanted to see | <input type="checkbox"/> I don't think I would fit in |
| <input type="checkbox"/> It's for older people | <input type="checkbox"/> Other reason(s) |
| <input type="checkbox"/> It's for younger people | |

Reasons for non-attendance - other

Are there any other reasons why you're unlikely to attend [org/event]?

Culture as a visit driver

Culture as a visit driver

Code: CA18

Thinking about your decision to visit [insert your Geographical Area of Interest here], how important was attending cultural events/venues in that decision? (Tick one only)

- Very important Important Somewhat important Not very important Not at all important

Answer codes fixed

Community (CY)

| Community impacts | Code: CY1-4 | | | | |
|---|--------------------------|--------------------------|----------------------------|--------------------------|--------------------------|
| To what extent would you agree or disagree with the following statements? <i>(Please give one rating for each item)</i> | | | | | |
| | Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree |
| [Org/event] is welcoming for the whole community | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| [Org/event] encourages participation in community life and events | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| [Org/event] enhances the sense of community in [insert your Geographical Area of Interest here] | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| [Org/event] is good for [insert your Geographical Area of Interest here]'s image | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Choose appropriate rows</i> | | | | | |

Learning Outcomes (ED)

| Generic Learning Outcomes | | Code: ED1 | | | | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------------------------|
| How would you rate [org/event] for the following? <i>(Please give one rating for each item)</i> | | | | | | |
| | Very good | Good | Neither good nor poor | Poor | Very poor | Don't know/Not applicable |
| As a place where you can learn | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| For building your knowledge, understanding, skills and expertise | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| For inspiring you to use what you've done or seen here in other aspects of your life | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| For building pride in this local area | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| For encouraging you to participate in community matters | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| As a place for the whole community | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| As somewhere that all sorts of people can mix and understand each others' cultures | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Collections that are relevant to you | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Giving you good access to collections either on display or through computer or other technology | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Having knowledgeable and responsive staff | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Making you feel welcome and comfortable | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Giving you a good quality experience | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Being responsive to your needs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Must ask all rows</i> | | | | | | |

Family (FA)

| Children | | Code: FA1/FA2 |
|--|-----------------------------|------------------------------|
| Are there any children (under 16s) in your household? <i>(Tick one only)</i> | | |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | |
| Children's ages | | |
| If yes, how many are aged... | | |
| Under 5 | <input type="text"/> | 5 - 11 <input type="text"/> |
| | | 12 - 15 <input type="text"/> |
| <i>Answer codes fixed</i> | | |

| Family ratings | | Code: FA3-8/FA9 |
|---|--------------------------|---------------------------|
| How would you rate the following for families at [org/event]? <i>(Please give one rating for each item)</i> | | |
| | Very good | Good |
| | | Neither good nor poor |
| | | Poor |
| | | Very poor |
| | | Don't know/Not applicable |
| Facilities | <input type="checkbox"/> | <input type="checkbox"/> |
| Programme content | <input type="checkbox"/> | <input type="checkbox"/> |
| Timing of events | <input type="checkbox"/> | <input type="checkbox"/> |
| Communications about events and facilities | <input type="checkbox"/> | <input type="checkbox"/> |
| Pricing | <input type="checkbox"/> | <input type="checkbox"/> |
| Shop | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Choose appropriate rows</i> | | |

| Family ratings - improvements | |
|---|--|
| <i>(If ticked 'Poor' or 'Very poor') What could we do to improve anything you rated poorly? (Please describe below)</i> | |
| <input type="text"/> | |

Fundraising (FG)

Charity/social enterprise status

Code: FG1

Do you think [org/event] is a [registered charity/not-for-profit organisation]? *(Tick one only)*

- Yes Don't know No

Current organisation support

Code: FG2

Do you currently support [org/event] in any of the following ways? *(Tick all that apply)*

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

Can remove non applicable codes

Potential organisation support

Code: FG3

Would you consider supporting [org/event] in any of the following ways? *(Tick all that apply)*

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

Answer codes fixed

General Communication (GC)

Awareness of comms

Codes: GC1/GC2

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

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

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

Digital communications & social media

Digital Communications

Code: GC3

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

- | | |
|---|--|
| <input type="checkbox"/> To find out what's on before visiting | <input type="checkbox"/> To find out about membership |
| <input type="checkbox"/> To find out how to get here | <input type="checkbox"/> To use the online shop |
| <input type="checkbox"/> To check opening hours | <input type="checkbox"/> To see or hear artistic content |
| <input type="checkbox"/> To check prices | <input type="checkbox"/> To interact with the organisation/artist |
| <input type="checkbox"/> To book tickets | <input type="checkbox"/> To share my opinions/ideas |
| <input type="checkbox"/> To find out more about an exhibition/event | <input type="checkbox"/> Other - <i>please specify</i> |
| <input type="checkbox"/> To find out more about the organisation | <input type="checkbox"/> I have never used the organisation's website |

Answer codes fixed

Social Media use

Code: GC4

Do you use social media? (e.g. Facebook, Twitter)? *(Tick one only)*

- Yes No

Social Media channels– general

Code: GC6

Which of the following social media channels do you use? *(Tick all that apply)*

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



Social Media use in relation to arts & culture

Code: GC5

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

- | | |
|--|--|
| <input type="checkbox"/> To find information out about events/exhibition | <input type="checkbox"/> To interact with the organisation/an artist |
| <input type="checkbox"/> To share information about events/exhibitions | <input type="checkbox"/> To contact the organisation to ask a question |
| <input type="checkbox"/> To see, hear or share examples of artistic content | <input type="checkbox"/> To find out news about the organisation |
| <input type="checkbox"/> To decide whether to visit | <input type="checkbox"/> To get offers/discounts |
| <input type="checkbox"/> To arrange who to attend/participate with | <input type="checkbox"/> Other |
| <input type="checkbox"/> To find out /share opinions about an event/exhibition | |
| <input type="checkbox"/> To promote an event/exhibition | <input type="checkbox"/> I do not use social media in relation to arts and culture |

*Answer codes fixed***Social Media channels– org specific**

Code: GC7

Which of the following social media channels do you use to follow [org/event]? *(Tick all that apply)*

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

Social Media use – org specific

Code: GC8

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

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

Answer codes fixed

Group composition (GP)

Type of group

| Type of group | Code: GP5 |
|--|-----------------------------|
| If yes, are you visiting as part of an organised group? <i>(Tick one only)</i> | |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <i>Answer codes fixed</i> | |

Booking

| Booking | Code: GP6 |
|---|-----------|
| If yes, who booked your ticket? <i>(Tick one only)</i> | |
| <input type="checkbox"/> I booked my ticket | |
| <input type="checkbox"/> Tickets were booked on my behalf | |
| <input type="checkbox"/> Tickets were not booked in advance of this visit | |
| <i>Answer codes fixed</i> | |

Intentions (IN)

Drivers of choice

| Drivers of choice | Code: IN5-8 | | | | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| How important were the following factors in your decision to visit [org/event] today? <i>(Please give one rating for each item)</i> | | | | | |
| | Very important | Important | Somewhat important | Not very important | Not at all important |
| The reputation of [org/event] | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The venue location | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The theme or subject matter | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The artist/performer(s) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Answer codes fixed</i> <i>Choose appropriate rows</i> | | | | | |

Future intentions

| Future intentions | Code: IN9 | | | | |
|--|--------------------------------------|---|--------------------------------------|---|--|
| Has this visit made you more or less likely to attend [artform] in the future? | | | | | |
| <input type="checkbox"/> Much more likely | <input type="checkbox"/> More likely | <input type="checkbox"/> Made no difference | <input type="checkbox"/> Less likely | <input type="checkbox"/> Much less likely | |

Membership (MB)

| Member | Codes: MB1 & MB2 |
|---|--|
| Are you a [membership type] of [org/event]? <i>(Tick one only)</i> | |
| <input type="checkbox"/> Yes, I'm currently a [membership type] | <input type="checkbox"/> No, I've never been a [membership type] |
| <input type="checkbox"/> No, but I used to be a [membership type] | |
| <i>Answer codes fixed</i> | |
| Why joined membership | |
| Which of the following are/were your main reasons for being a member? <i>(Tick up to three)</i> | |
| <input type="checkbox"/> Someone bought it for me | <input type="checkbox"/> Member emails/newsletters |
| <input type="checkbox"/> Ticket discounts | <input type="checkbox"/> Discounts at partner organisations |
| <input type="checkbox"/> Discounted/no booking fees | <input type="checkbox"/> To support the organisation |
| <input type="checkbox"/> Priority booking | <input type="checkbox"/> To be affiliated with/part of the organisation |
| <input type="checkbox"/> Access to special events | <input type="checkbox"/> It encourages me experience things that are new/out of the ordinary |
| <input type="checkbox"/> [org/event] magazine/publications | <input type="checkbox"/> To learn more about the arts |
| <input type="checkbox"/> Food and drink discounts at [org/event] | <input type="checkbox"/> Other benefits - <i>please specify</i> |
| <hr/> | |
| <i>Can remove non-applicable answer codes.</i> | |

Opinions (OP)

Ratings

| Ratings | | Code: OP1-10/OP11 | | | | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------------------------|
| How would you rate the following? <i>(Please give one rating for each item)</i> | | | | | | |
| | Very good | Good | Neither good nor poor | Poor | Very poor | Don't know/Not applicable |
| How welcoming the staff were | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ticket booking experience | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Finding your way around the [site] (i.e. directions) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ease of physical access in and around the [site] | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Quality of the [performance/event/exhibition] | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Information about the [artform/artists/performers] | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Value for money of [paid element] | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| [Food &/or drink] facilities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| [Shopping] facilities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The whole experience | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Answer codes fixed</i> | | | | | | |
| <i>Ask rows as appropriate</i> | | | | | | |
| Ratings - improvements | | | | | | |
| <i>(If ticked 'Poor' or 'Very poor') What could we do to improve any elements you rated poorly? (Please describe below)</i> | | | | | | |
| | | | | | | |

Recommendation & experience

| Describe experience | | Code: OP13 | |
|---|---|------------|--|
| Which three words would you use to describe your experience of today's visit? | | | |
| 1 | 2 | 3 | |

Place and Profile (PL/PR)

| Location | Code: PL1 |
|--|---|
| Which of the following describes you? <i>(Tick all that apply)</i> | |
| <input type="checkbox"/> I live near the [site/building] | <input type="checkbox"/> I study near the [site/building] |
| <input type="checkbox"/> I work near the [site/building] | <input type="checkbox"/> None of the above |
| <i>Answer codes fixed</i> | |

Education

| Education | Code: PR1 |
|--|---|
| Which of the following best describes your highest educational qualification? <i>(Tick one only)</i> | |
| <input type="checkbox"/> Degree & professional/vocational equivalents | <input type="checkbox"/> GCSE/O Level grade A*-C (5 or more), vocational level 2 & equivalents |
| <input type="checkbox"/> Other Higher Education below degree level | <input type="checkbox"/> GCSE/O Level grade (less than 5 A*-C), other qualifications at level 1 and below |
| <input type="checkbox"/> A levels, vocational level 3 & equivalents | <input type="checkbox"/> Other qualifications: level unknown |
| <input type="checkbox"/> Trade Apprenticeships | <input type="checkbox"/> No qualifications |
| <i>Answer codes fixed</i> | |

Occupation

| Occupation | Code: PR2 |
|--|---|
| Which of the following best describes your current occupational status? <i>(Tick one only)</i> | |
| <input type="checkbox"/> Employed: Full-time | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Employed: Part-time | <input type="checkbox"/> Looking after home or family |
| <input type="checkbox"/> Self-employed | <input type="checkbox"/> Long term sick or disabled |
| <input type="checkbox"/> Unemployed | <input type="checkbox"/> Other |
| <input type="checkbox"/> Full time student | |
| <i>Answer codes fixed</i> | |

Level of knowledge

| Level of knowledge - art form/topic | Code: PR3 | |
|--|----------------------------------|---|
| How would you describe your knowledge of [artform]? <i>(Tick one only)</i> | | |
| <input type="checkbox"/> Specialist | <input type="checkbox"/> General | <input type="checkbox"/> Little or no knowledge |
| <i>Answer codes fixed</i> | | |

| Level of knowledge - art form/topic | Code: PR4 | |
|--|----------------------------------|---|
| How would you describe your knowledge of [museum/collection type e.g. natural history]? <i>(Tick one only)</i> | | |
| <input type="checkbox"/> Specialist | <input type="checkbox"/> General | <input type="checkbox"/> Little or no knowledge |
| <i>Answer codes fixed</i> | | |

Gaelic Profile (Scottish)

Gaelic Profile

Code: PR6

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

Yes, fluently

Yes, not fluently

No

Answer codes fixed

Quality of exhibition experience (EE)

| Quality of exhibition experience | Code: EE1 | | | | | |
|--|--------------------------|--------------------------|----------------------------|--------------------------|--------------------------|---------------------------|
| Thinking about the exhibition where you spent most of your time, to what extent would you agree or disagree with the following statements? <i>(Please give one rating for each item)</i> | | | | | | |
| | Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree | Don't know/Not applicable |
| It made me want to see more things like this | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| There was a lot to talk about | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I learnt/discovered something new | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| It deepened my understanding | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| It was memorable | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I enjoyed it | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| It was emotional/moving | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I felt inspired | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| It was fun | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| It was relaxing | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I could relate to it easily | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Answer codes fixed</i> | | | | | | |
| <i>Rows fixed</i> | | | | | | |

Sales (SA)

Ancillary services

Code: SA1

Have you visited any of the following during your visit today? *(Tick all that apply)*

Shop Café/bar

Amend answer codes to reflect org offer

Broaden out question name to anything paid for

You may be able to use actions (AV3) to answer this question

Itemised in-venue spend

Code: SA2

How much have you spent or intend to spend on the following during your visit to [org/event] today? *Please indicate spend to the nearest pound*

[performance/exhibition] ticket £

Shop £

Class/workshop £

Programme/Guide £

Café/bar £

Other £

Total spend during visit: £

Can add new answer codes or remove those that are not applicable

Bought work

Code: SA4

Have you ever any bought any contemporary art including prints? *(Tick one only)*

Yes No, but I'd consider it No, and I'm unlikely to any time soon

Answer codes fixed

Transport (TR)

Mode & miles

| Mode | Code: TR1 | |
|--|--------------------------------|---|
| How did you travel here today? <i>(Tick all that apply)</i> | | |
| <input type="checkbox"/> Car - how many people were in the car (including you) _____ | | |
| <input type="checkbox"/> Bus | <input type="checkbox"/> Taxi | <input type="checkbox"/> Tram |
| <input type="checkbox"/> On foot | <input type="checkbox"/> Train | <input type="checkbox"/> Motorcycle |
| <input type="checkbox"/> Bicycle | <input type="checkbox"/> Coach | <input type="checkbox"/> Other - please specify _____ |
| Answer codes fixed | | |

| Mode (London based orgs only) | Code: TR2 | |
|--|-------------------------------------|---|
| How did you travel here today? <i>(Tick all that apply)</i> | | |
| <input type="checkbox"/> Car - how many people were in the car (including you) _____ | | |
| <input type="checkbox"/> Bus | <input type="checkbox"/> Train | <input type="checkbox"/> London Overground |
| <input type="checkbox"/> On foot | <input type="checkbox"/> Coach | <input type="checkbox"/> London Underground/DLR |
| <input type="checkbox"/> Bicycle | <input type="checkbox"/> Tram | <input type="checkbox"/> Other - please specify _____ |
| <input type="checkbox"/> Taxi | <input type="checkbox"/> Motorcycle | |
| Answer codes fixed | | |

| Miles | Code: TR3 |
|---|--|
| Did you travel to [org/event] from home today? <i>(Tick one only)</i> | |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No - approximately how many miles did you travel to get here today? _____ |

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