

Question number / code	Text	Question or survey logic, other notes
	<p>Thank you very much for helping with our survey. It should take no more than 5-10 minutes to complete.</p> <p>[venue/organisation] are proud of the work that we do, and we want to reach more people and have a bigger impact - your feedback is so important for us to make this happen.</p> <p>This survey is completely anonymous and confidential, and the answers you give will be used only for our research. Your data will not be linked back to you in any way.</p>	
Awareness	Before your visit today, were you aware of [venue/organisation]?	This question might be useful for venues that experience a lot of walk-ins. Or, if it's a pre-booked event or show, you could change the question to 'Before booking for this event/show, were you aware of [venue/organisation]?' However, pre-booking is quite an intentional activity, so it's likely that this question will be less useful.
Single-choice	<i>Select only one</i>	
	1 I wasn't aware of [venue/organisation]	
	2 I was aware of [venue/organisation]	
	3 Not sure	
Intentional visit	And was [venue/organisation] part of your reason for visiting the area today?	Ask if aware on prior question (using Q logic or ask to skip on paper / provide 'wasn't aware' option)
Single-choice	<i>Select only one</i>	
	1 It was the main reason I visited	
	2 It was one of a few reasons I visited	

	3	No, I would have visited anyway	
	4	Not sure	
Recency		Have you visited [Venue] before? If so, when was your last visit?	It used to be more common for researchers to categorise 'Current' as within the last 12 months, but we are seeing people attending less frequently post-pandemic. So, we might instead think of Current visitors as within the past 2 years these days.
Single-choice		<i>Select only one</i>	
	1	No, this is my first visit	First-time
	2	Visited in the past 12 months	Current
	3	Visited in the past 2 years	Current
	4	Visited in the past 5 years	Lapsed
	5	Visited but more than 5 years ago	Lapsed
	6	Not sure	
Recency - current visitor		Including today, how many times have you visited [Venue] in the past 12 months?	Ask if code 2 on prior question. The purpose of this question is that it allows you to calculate how many unique <i>visitors</i> you have (as opposed to <i>visits</i>) in the past 12 months. Also, the percentage of your annual visits that are made by 'current' visitors (i.e. regular; previously visited in past 12 months), as opposed to first-time visitors, or 'lapsed' (re-engaged, not visited in past 12 months). This is pretty complicated stuff, and you need to have visit counting data to use for the maths. So, if it's not important to determine visits vs unique visitors, you could skip this question. But even if you didn't want to do that maths, you would have a useful number of how regularly your regular visitors do visit!
Numeric open		<i>Please type a number into the box below</i>	

	Multi-venues, multi-site?	Not useful for most organisations, but can be useful for orgs that operate a range of very different events/festivals, or groups that operate multiple sites, e.g. Tate or Royal Museums Greenwich
Awareness and recency of multiple sites		
Grid / array - one answer per row	Which of our other [events and offers / venues] have you heard of, or have visited in the past?	
	<i>Please select one answer per row</i>	
1	Event / offer 1	Not aware
2	Event / offer 2	Aware, but never visited
3	Event / offer 3	Visited in the past 12 months
4	Event / offer 4	Visited in the past 1-3 years
5	Event / offer 5	Visited in the past 3-5 years
		Visited but more than 5 years ago
	And which of those events might you be interested in attending?	<i>Establishes crossover interest / cross-promotion opportunities</i>
Single-choice	<i>Select all that apply</i>	
1	Event / offer 1	
2	Event / offer 2	
3	Event / offer 3	
4	Event / offer 4	
5	Event / offer 5	
6	None of these	
Marketing channels	Where had you seen or heard about [venue/event] prior to your visit?	You may wish to expand on this list to include the specific channels you use most, especially social media.
Multi-choice	<i>Select all that apply</i>	
1	Email from another organisation	
2	Website	

	3	Recommendation from friends or family	
	4	Social media	
	5	Leaflet	
	6	Google Maps	
	7	TripAdvisor	
	8	Signage around town	
	9	Signage outside the building	
	10	Online advertising	
	11	Posters/outdoor advertising	
	12	Press coverage	
	13	Other [Please specify]	
	14	None of these	
		All motivations	There is a similar optional question on Illuminate and you could use that as a basis for the answer codes instead, but they only have one single-choice question for 'main' motivation (not multi-choice for 'all' motivations) and nothing for outcome. I also think that list is a bit longer yet is more weighted towards intellectual and social motivations, not emotional and spiritual ones
			Sometimes, you need to change the emphasis of the options, depending on your artform, type of event, or if it's family-orientated. If you'd like any help with finding the right list of motivations for your work, don't hesitate to get in touch for free one-to-one support from the Digital Culture Network at Arts Council England: https://digitalculturenetwork.org.uk/ask-a-tech-champion/
Q2		Thinking back to before you arrived, which of these are reasons you decided to visit?	Randomise the list of options if possible (so that they display in a different order for each person)
Multi-choice		<i>Select all that apply</i>	
	1	To spend time with friends or family	Social
	2	For a special occasion	Social
	3	To be entertained	Social

	4	For me or my children to learn something	Intellectual
	5	To satisfy my curiosity	Intellectual
	6	To be intellectually stimulated	Intellectual
	7	To do something new or out of the ordinary	Emotional
	8	To see beautiful or awe-inspiring things	Emotional
	9	To support my mental health and wellbeing	Emotional
	10	To feel a sense of emotional connection	Emotional
	11	To be inspired or feel creative	Spiritual
	12	For peaceful and quiet reflection	Spiritual
	13	To escape and recharge my batteries	Spiritual
	14	[Artform] is an important part of who I am	Spiritual
	15	I have an academic or professional interest in the subject	Intellectual
	16	None of these / Don't know	(Exclusive option) - it should deselect the other options if possible
		Main motivation	Having one single main motivation is useful, so that you can more easily categorise a respondent. If you don't want to ask a single choice main motivation question, you could instead tag them as the 'best' one they chose on the all motivations - with Spiritual at the top, then Emotional, Intellectual and Social as the 'lowest' motivation.
Q3		And which of those is the one main reason you decided to visit?	Q2=(1~15)
Single-choice, Answer codes filtered so only those selected on Q2 are shown		<i>Select only one</i>	Randomise the list of options if possible (so that they display in a different order for each person)
	1	To spend time with friends or family	Social
	2	For a special occasion	Social
	3	To be entertained	Social
	4	For me or my children to learn something	Intellectual
	5	To satisfy my curiosity	Intellectual

	6	To be intellectually stimulated	Intellectual
	7	To do something new or out of the ordinary	Emotional
	8	To see beautiful or awe-inspiring things	Emotional
	9	To support my mental health and wellbeing	Emotional
	10	To feel a sense of emotional connection	Emotional
	11	To be inspired or feel creative	Spiritual
	12	For peaceful and quiet reflection	Spiritual
	13	To escape and recharge my batteries	Spiritual
	14	[Artform] is an important part of who I am	Spiritual
	15	I have an academic or professional interest in the subject	Intellectual
	16	None of these / Don't know	(Exclusive option) - it should deselect the other options if possible
		All outcomes	
Q4		Now, thinking about what you actually got out of your visit today, what have you experienced?	Randomise the list of options if possible (so that they display in a different order for each person)
Multi-choice		<i>Select all that apply</i>	
	1	I spent time with friends or family	Social
	2	I celebrated or had fun on a special occasion	Social
	3	It was something entertaining for me or my children	Social
	4	Me or my children learned something	Intellectual
	5	I satisfied my curiosity	Intellectual
	6	I was intellectually stimulated	Intellectual
	7	I did something new or out of the ordinary	Emotional
	8	I saw beautiful or awe-inspiring things	Emotional
	9	It supported my mental health and wellbeing	Emotional
	10	I felt a sense of emotional connection	Emotional
	11	I was inspired or felt more creative	Spiritual
	12	I had a chance for peaceful and quiet reflection	Spiritual
	13	I escaped and recharged my batteries	Spiritual
	14	Seeing [artform] was important to who I am	Spiritual
	15	I satisfied an academic or professional interest in the subject	Intellectual
	16	None of these / Don't know	(Exclusive option) - it should deselect the other options if possible

	Main outcome	Again, you might not want to ask both 'all' and 'main' outcome, but being able to determine a single main outcome is helpful for analysis. So, you might wish to just ask 'main' (or tag with the highest value outcome mentioned on 'all').
Q5	And what was the one main thing you experienced?	Q4=(1~15)
Single-choice, Answer codes filtered so only those selected on Q4 are shown	<i>Select all that apply</i>	Randomise the list of options if possible (so that they display in a different order for each person)
	1 I spent time with friends or family	Social
	2 I celebrated or had fun on a special occasion	Social
	3 It was something entertaining for me or my children	Social
	4 Me or my children learned something	Intellectual
	5 I satisfied my curiosity	Intellectual
	6 I was intellectually stimulated	Intellectual
	7 I did something new or out of the ordinary	Emotional
	8 I saw beautiful or awe-inspiring things	Emotional
	9 It supported my mental health and wellbeing	Emotional
	10 I felt a sense of emotional connection	Emotional
	11 I was inspired or felt more creative	Spiritual
	12 I had a chance for peaceful and quiet reflection	Spiritual
	13 I escaped and recharged my batteries	Spiritual
	14 Seeing [artform] was important to who I am	Spiritual
	15 I satisfied an academic or professional interest in the subject	Intellectual
	16 None of these / Don't know	(Exclusive option) - it should deselect the other options if possible

Word association	Which of these words would you most associate with [Organisation name] and our events?	I'm not sure this question is always that usefu - I generally prefer to just ask what people thought. But if you have limited time for analysis, this gives you some instant data. Maybe worth having a think about this and come up with words that most usefully and constructively reflect your mission & values. And then maybe some more constructive negative words that represent the opposite of your mission & values? Probably 15-20 words would be the sweet spot.
Multi-choice, limited to no more than 5 responses	<i>Please choose up to five answers</i>	Also useful if the survey software allows you to randomise the list order too. This reduce bias towards things at the top of the list. If not, I would try and mix the negative in amongst the positive answers in the order.
	Creative	
	Engaging	
	Unique	
	Inspiring	
	Community-focused	
	Thought-provoking	
	Diverse	
	Independent	
	Experimental	
	Artistic	
	Inclusive	
	Educational	
	Engrossing	
	Collaborative	
	Vibrant	
	Passionate	
	Niche	
	Challenging	
	Unconventional	

	Esoteric	
	Limited	
	Risky	
	None of these	(Exclusive option)
	Rating statements	
	How far would you agree or disagree with these statements? Where 0 is strongly disagree, 5 is neither agree or disagree, and 10 is strongly agree.	I would include a couple of negative statements here that are the 'opposite' of your brand values and strategy. As a (very loose) example: <i>The film selection is not varied enough</i> . This keeps respondents focused and helps to reduce acquiescence / agreement bias. For a grid of statements, I wouldn't have more than 6 on a single page/question.
Grid / array - one answer per row	<i>Please select one answer per row</i>	
	1 Statement 1	
	2 Statement 2	
	3 Statement 3	
	4 Statement 4	
	5 Statement 5	
	6 Statement 6	
	Was there anything you particularly liked?	
Open text, 3 lines	<i>Please type your answer into the box</i>	
	And was there anything that could have been improved or done differently?	
Open text, 3 lines	<i>Please type your answer into the box</i>	

		Net promoter score is one of a few different questions that you could ask to try and understand the quality of your offer. It's more focused on brand loyalty and likelihood to recommend the offer to others, so it's interesting from a marketing perspective.
Net promoter score	On a scale of 0 to 10, how likely are you to recommend a visit to a friend or colleague?	Answer scale of 0-10. 10 or 9 = Promoters, 8 or 7 = Passives, 6 to 0 = Detractors
	<i>Select one</i>	
Expectations vs actual 1	Before your visit today, how did you expect it to be?	This pair of questions is a great way to create richer data about the visit quality. Understanding expectations beforehand, and then looking at whether they were exceeded or not allows you to do some (quite complicated analysis) to categorise visits
Single choice	<i>Select only one</i>	
	1 Very poor	
	2 Poor	
	3 Just OK	
	4 Good	
	5 Absolutely excellent	
Expectations vs actual 2	And how did it compare to your expectations?	
Single choice	<i>Select only one</i>	
	1 Much worse	
	2 A little worse	
	3	
	4 A little better than expected	
	5 Much better than expected	

		Satisfaction can also be useful - it's more personal, and a feeling of satisfaction is a great outcome. You don't hav to ask just one thing - you could include any combination of this, the expectations vs actual, and the Net Promoter Score questions above
Satisfaction	How satisfied were you with your visit?	
Single choice	<i>Select only one</i>	
	1 Very dissatisfied	
	2 Quite dissatisfied	
	3 Neither satisfied nor dissatisfied	
	4 Quite satisfied	
	5 Very satisfied	
Q12	How would you describe your knowledge of [artform or subject]?	
Single choice	<i>Select only one</i>	
	1 Specialist knowledge	
	2 General knowledge	
	3 Little or no knowledge	
	4 Not sure	

<p>Info</p>	<p>Just a few final questions to go - the next questions are a little bit more personal. We understand that these are sensitive topics for some people, but we have a good reason for asking them.</p> <p>We ask them because it helps us to understand who our audience are, and therefore if there is anyone who is missing out or we could do a better job of reaching or being inclusive.</p> <p>If you would prefer not to answer any of these questions, please choose the Prefer Not to Say option.</p>	
<p>D1</p>	<p>Which of the following, if any, apply to you?</p>	<p>This question was included in a survey at an arts venue that is part of a university. Since engaging students and staff was one of their objectives, this question was helpful to understand how well they've done that, as well as identifying members or supporters. Depending on your setup and whether you are part of a larger organisation, a question like this one could be useful to identify key audiences. However, for many smaller orgs with no affiliation or membership schemes, it won't be relevant.</p>
<p>Multi-choice</p>	<p><i>Select all that apply</i></p>	
<p>1</p>	<p>I am a member / regular supporter of the [venue]</p>	
<p>2</p>	<p>I am a student at the [university the venue is part of]</p>	
<p>3</p>	<p>I am a student from another university</p>	
<p>4</p>	<p>I am an alumnus/alumna from the [university the venue is part of]</p>	
<p>5</p>	<p>I am a staff member at the [university the venue is part of]</p>	
<p>6</p>	<p>I am a staff member from another university</p>	
<p>7</p>	<p>None of the above</p>	

	8	Prefer not to say	
D2		Please could you tell us your postcode?	
		<i>Your data will be completely anonymous and confidential. It's only used for research purposes and you won't be identified, contacted or added to any mailing lists.</i>	You can either analyse this by using a map tool to visualise specific postcodes, you could strip out the first half of the postcodes to count them up by postcode district. Or, postcodes would allow you to segment responses using the Audience Agency's Audience Spectrum segmentation system (paid)
Open text, 1 line		<i>If you'd prefer not to give your postcode, type 'PNTS'</i>	
D3		Please can we ask your age?	
Single choice		<i>Select only one</i>	
	1	16-24	
	2	25-34	
	3	35-44	
	4	45-54	
	5	55-64	
	6	65-74	
	7	75-84	
	8	85-94	
	9	95+	
	10	Prefer not to say	
D4		Did you visit the [venue] with any children in your group?	Alternatively, you could ask for the number of people in the group who fit within different age categories - similar to the template question in Illuminate.
Multi-choice		<i>Select all that apply</i>	
	1	No, I haven't	(Exclusive option) - it should deselect the other options if possible

	2	0-3 years old	
	3	4-6 years old	
	4	7-9 years old	
	5	10-13 years old	
	6	14-15 years old	
	7	Prefer not to say	(Exclusive option) - it should deselect the other options if possible
D5		How would you describe your gender?	
Single choice		<i>Select only one</i>	
	1	Female	
	2	Male	
	3	Non-binary	
	4	In another way	
	5	Prefer not to say	
D6		With which ethnicity do you identify?	
Single choice		<i>Select only one</i>	
	1	Asian/Asian British	
	2	Black/Black British	
	3	White/White British	
	4	Mixed/multiple ethnic group	
	5	Any other ethnic group OR None of the above	
	6	Prefer to self-describe	
D6_Self_describe		How would you self-describe your ethnicity?	
Open text		<i>Please type your answer into the box</i>	

D7	Do you identify as D/deaf and/or a disabled person, or have a long term health condition?	
Single choice	<i>Select only one</i>	
	1 Yes	
	2 No	
	3 Prefer not to say	
Text	Thank you very much for your help with our survey. Please click the 'submit' button to save your responses.	I've not included all the demographic questions here - gender, age, ethnicity and disability would generally be the most relevant to a lot of organisations, but depending on your target audiences and your offer, you might wish to include more or less questions. For example, socio-economic questions or household income might be relevant.