*We are carrying out a survey to get to know more about our audiences and to understand how well you and other members of the public are being served. We’d be delighted if you could spare 5 minutes to answer some questions. As a thank you, we’ll enter your name into a prize draw to win* ***[prize].*** *Find out what we do as a result of audience feedback at* ***[website].***

*Your answers will be kept confidential and will only be used by* ***[organisation]*** *for research and development purposes. You will not be added to mailing lists or receive junk mail as a result.*

**Getting started**

Date:\_\_\_/\_\_\_\_/\_\_\_ Time:\_\_\_\_\_:\_\_\_\_\_\_  
Have you been to **[event]** before? *Please tick one box only*

 Yes - how many times?\_\_\_\_\_\_\_\_\_\_\_\_  No  Don’t know

**What brought you here?**What made you decide to come to **[event]**? *Tick as many boxes as apply*

 I found the description interesting  I am participating in it  
 I wanted to see a particular performer  I know someone participating in it  
 To spend some time with friends/family  I was just passing by  
 I enjoy outdoor festivals  I’ve been before  
 I have a professional involvement ** [Other specific motivations]**  
 It was recommended by someone  Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

And which was your main reason? *Circle or highlight your one* ***main*** *reason in the above list*

How did you find out about **[event]?** *Tick one box for each*

 A brochure or leaflet through the post   
 A brochure or leaflet picked up – *where?* ***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*** Poster – *where?* ***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***  
 Listings (e.g. Metro, Time Out…)  Newspaper   
 TV/Radio  A colleague/ friend/family member told me about it   
 **[event]** website   
 Email from **[event]**   
 Through social media (e.g. Facebook, Twitter…) *– which?* ***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***  
** [Other festival-specific marketing channels]**   
 Other *– please explain*  
 None of these – I was passing and decided to visit

**What did you think?**How would you rate your experience of the following? *Please tick one box for each statement*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Very good | Good | Neither | Poor | Very Poor | Don’t know / N/A |
| Information about **[event]** before coming |  |  |  |  |  |  |
| Atmosphere at **[event]** |  |  |  |  |  |  |
| Accessibility of **[event]** |  |  |  |  |  |  |
| Artistic quality of **[event]** |  |  |  |  |  |  |
| The whole experience |  |  |  |  |  |  |

**Impact**To what extent do you agree or disagree with the following statements? *Please tick one box for each statement*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Strongly agree | Agree | Neither | Disagree | Stongly disagree | Don’t know / N/A |
| **[event]** has enhanced the sense of community in [area] |  |  |  |  |  |  |
| **[event]** has shown me that there is a good range of things to do in **[area]** |  |  |  |  |  |  |
| **[event]** has made me view **[area]** more positively |  |  |  |  |  |  |
| I was able to meet new people at **[event]** |  |  |  |  |  |  |
| **[event]** has increased my knowledge of people whose backgrounds are different to my own |  |  |  |  |  |  |

Do you have any other comments about **[event]**? *Please describe below*

**Other things you do**Not including today’s event, have you attended or participated in any creative, artistic, theatrical or musical events in the last 12 months? *Please tick one box only*

 Yes – *how many?\_\_\_\_\_\_*  No  Don’t know

Which (if any) of these activities have you done or tried in the past 12 months? *Tick as many boxes as apply*

 Attended a theatre  Attended classical music  Attended dance   
 Attended a cinema  Attended other live music  Performed or created art   
 Attended an art gallery  Read a book for pleasure  None of these

**About you***Your answers to these will help us to understand if we are offering an equally good service to everyone in our community.*

Are you… (*please tick one)*  Male  Female  Prefer not to say

How old are you? *(please tick one)*

 Under 16  16-19  20-24  25-34   
 35-44  45-54  55-64  65 or over  Prefer not to say  
  
Do you consider yourself to be… *(please tick one)*  Deaf  Disabled  Neither  
  
Do you have any particular access needs that you feel we should know about? *(please tick one)*

 No  Yes - *please describe* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How would you describe your ethnic origin? P*lease tick one description (as recommended by the Commission for Racial Equality) with which you identify or write in another answer below.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **White** | | **Mixed** | | **Asian/Asian British** | |
|  | British |  | White & Black Caribbean |  | Indian |
|  | Irish |  | White & Black African |  | Pakistani |
|  | Other White\**please state* |  | White and Asian |  | Bangladeshi |
|  |  |  | Other Mixed\**please state* |  | Other Asian\**please state* |
| **Black/Black British** | | **Chinese** | | **Other** | |
|  | African |  | Chinese |  | Other\**please state* |
|  | Caribbean |  |  |  | Prefer not to say |  |
|  | Other Black\**please state* |  |  |  |  |  |
| **\*Please state what other?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | | | | | |

What is your full post code, or country of residence if living outside the UK? *This will be used to help us understand our audience and will not be personally identifiable.*

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |  |

**Prize Draw**Would you like to be entered for the free prize draw? Yes - *complete details below*   No  
  
*The closing date for the free prize draw is* ***[closing date]*** *. The winner will be notified by telephone or email within 14 days of this date. The prize of* ***[prize]*** *is non-exchangeable.*

First name ……………………………………………………………………………………………..………  
  
Last name ……………………………………………………………………………………………..………  
  
Telephone ……………………………………………………………………………………………..….……  
  
Email …................................................................................................................................................