



FIND YOUR LONDON AUDIENCE SURVEY

Event Name _____ Event date ____/____/____

Thank you for attending today's event. We would be grateful if you could give us your feedback on your experience today and tell us a little about yourself. This will help us in planning future projects. All responses will remain anonymous.

1. Did you plan your trip particularly to come to this event? (Tick one only)

☐ Yes ☐ No

2. How did you hear about this event? (Tick all that apply)

- ☐ Newspaper article ☐ The internet ☐ Facebook/ Twitter
☐ Saw a poster ☐ Word of mouth
☐ Picked up a leaflet ☐ Passing by
☐ Information through the post
☐ I heard about it in another way – how? _____

3. How would you rate the whole experience?

- ☐ Very good ☐ Neither good nor poor ☐ Very poor
☐ Good ☐ Poor ☐ Don't know

4. To what extent would you agree or disagree with the following statements? (Please give one rating for each item)

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't Know
I have never been to this venue/ location before.						
I would attend another event in this venue/ location						
I would recommend this venue/ location to family/ friends						
This venue is welcoming						
As a result of today's visit my perception of this venue/ location has improved.						

5a. How much money do you think you will spend today as a result of your visit to this event? Please include things like travel to get here, food and drink, entrance costs etc? It doesn't matter if you don't know exactly, your best estimate is fine.

WRITE IN NUMBER OF POUNDS

THANK YOU FOR YOUR HELP!



FIND YOUR LONDON AUDIENCE SURVEY

5b. If you could guess, what proportion of your spend today might you have spent anyway even if you had not attended this event?

WRITE IN PERCENTAGE

6. Approximately how long have you stayed/ plan to stay at the event today?

7. Which three words would you use to describe your experience of today's visit?

1.	2.	3.
----	----	----

About you

The final few questions are a little more personal, but they're really useful to help us make sure we're reaching everyone in our local communities. If there are any you'd rather not answer, just tick 'Prefer not to say'.

8. Are you.... (Tick one only)

☐ Male

☐ Female

☐ Prefer not to say

9. Which of the following age groups do you belong to? (Tick one only)

☐ Under 16

☐ 25 – 34

☐ 45 – 54

☐ 65 or older

☐ 16 – 24

☐ 35 – 44

☐ 55 – 64

☐ Prefer not to say

10. What is your ethnic group? (Tick one only)

White

☐ British

☐ Irish

☐ Gypsy or Irish Traveller

☐ Other white background*

Mixed

☐ White & Black Caribbean

☐ White & Black African

☐ White & Asian

☐ Other mixed/ multiple ethnic background*

Asian or Asian British

☐ Indian

☐ Pakistani

☐ Bangladeshi

☐ Chinese

☐ Other Asian background*

Black or Black British

☐ African

☐ Caribbean

☐ Other Black/African/ Caribbean background*

Other

☐ Arab

☐ Other*

☐ Prefer not to say

*What other ethnic group? _____

11. 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? (Tick one only)

☐ Yes, limited a lot

☐ Yes, limited a little

☐ No

☐ Prefer not to say

12. If you live in the UK, what is your full postcode? This will only be used for analysis purposes.

THANK YOU FOR YOUR HELP!