

Sample Event Survey Template

The following is provided as a general set of questions relevant to many arts and cultural events. It will need to be customised to your particular event and you may wish to supplement these questions with additional ones.

1. **Which day did you attend the event?**
 - Friday
 - Saturday

2. **How did you first hear about the event?**
 - Internet
 - E-newsletter
 - Newspaper
 - Magazine
 - Radio
 - Billboard/street signage
 - Word of mouth
 - Other (please specify:

3. **Have you been to this event in previous years?**
 - Yes
 - No

4. **How would you rate the venue for the event?**
 - Excellent
 - Good
 - Average
 - Poor
 - Very poor

5. **How would you rate the event overall?**
 - Excellent
 - Good
 - Average
 - Poor
 - Very poor

6. **What did you like most about the event?**

7. **Was there anything about the event you think we could have done better?**

8. **What three (3) words would you use to describe the event?**

9. **Are you:**
 - Male
 - Female

10. **What is your age group?**
 - 12 or under
 - 13-19
 - 20-29
 - 30-39
 - 40-49
 - 50-59
 - 60-69
 - 70 or over

11. **Do you identify as:**
 - Australian Aboriginal
 - Torres Strait Islander
 - Both Aboriginal AND Torres Strait Islander
 - Australian South Sea Islander
 - From a culturally or linguistically diverse background
 - None of the above

12. What is your postcode?

**NB: If you are collecting information about cultural tourism or economic outcomes you may also wish to consider the following questions for people who have travelled from elsewhere to the event

13. How did you travel here?

- Car
- Plane
- Train
- Bus
- Other (please specify:)

14. Where did you spend the night before you arrived here? (I.e. what town or city?)

15. Did you travel here as part of a group? (e.g. as a couple, family or group of friends)

- Yes (How many including you are in your group?.....)
- No

16. What was your main reason for coming here?

- This event
- Another event (please specify:)
- General holiday
- Visit family or friends
- Work or business
- Other (please specify:)

17. How much did this event influence your decision to come here at this time?

- It had a big influence
- It had some influence
- It had no influence

18. What type of accommodation are you staying in?

- Hotel/motel/resort
- Guest house/bed and breakfast
- Campsite/caravan park
- Backpacker hostel
- Staying with friends/relatives
- I am not staying here
- Other (please specify:)

19. How would you rate the standard of your accommodation?

- Up-market
- Mid-market
- Budget
- Not applicable (I am not staying in paid accommodation here)

20. How many nights are you staying here?

- None
- 1 night
- 2-3 nights
- 4-7 nights
- More than 7 nights