


SAMPLE AUDIENCE MEMBER

SURVEY QUESTIONS

FOR RADF PROJECTS AND ACTIVITIES WITH A PUBLIC OUTCOME

- Here are some sample questions to consider in developing your own survey for attendees who watch your performance or see your exhibition. NB a separate sample survey is on the RADF webpage for people who actively participate in your activities by attending training activities, workshops or making / doing something themselves.
- Key Questions for RADF Outcome reports are marked with a star 
- We suggest that you use one of the many available online survey tools to administer your surveys which collate the results and enable you to download a report (ie Survey Monkey; Survey Planet; Survey Gizmo; Survey Anyplace; Kwik Surveys; E-Survey Creator etc)

Background Information:

In March 2018 Cairns Regional Council endorsed a new [Strategy for Culture and the Arts 2022](#). The Strategy provides a framework for Council to prioritise, coordinate and manage the city's resources; deliver ongoing programming; and provide grants and infrastructure to stimulate and sustain the cultural and creative vitality of the region.

The data collected from surveys will assist the Cairns Regional Council to make informed decisions about arts and cultural activities to benefit the community as a whole, based on community feedback on short, medium and long term outcomes from activities and events.

ABOUT YOU

Are you a local Resident of Cairns?

No Yes Please specify your suburb

Are you a visitor to Cairns?

Yes Please specify your city or country of residence

Australia State.....

International Country

What was your primary purpose of travel?

Who did you come to the event with?

Number of Adults

Number of Children

How do you describe your gender? Male Female In another way

What Age group are you in?

18–25 26–35 36–45 46–55 56–65 66+

Do you identify as:

Aboriginal and/or Torres Strait Islander

Non English Speaking Person living with disability

How often do you attend arts and cultural events in Cairns?

This is the first arts and cultural event I have attended

Once or twice a year Once or twice a month At least once or twice a week

What type of arts and cultural events/activities are you interested in attending?

Festivals Theatre Performances Dance Performances Music Performances

Visual Art Exhibitions Museum/History/Heritage exhibitions Library and Literature events

Other (Please specify)

Q1 How would you rate the performance/exhibition overall? ☆

Excellent Good Average Poor Very Poor

Q2 Which venue did you attend?

Please specify.....

Q3 How satisfied were you with the availability of information for this event?

very Unsatisfied

Very Satisfied

1	2	3	4	5
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Q4 Is there anything that could have been improved? ☆

Please specify

Q5 How did you hear about the event?

- Social media (Facebook/Instagram)
- Newspaper/Radio/TV (Please specify)
- Friends/Word of Mouth
- Other (Please specify)

Q6 How satisfied were you with the overall quality and artistic merit of the event?

very Unsatisfied

Very Satisfied

1	2	3	4	5
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Q7 Did this event inspire you to attend more arts and cultural events?

Yes No Why?

Q8 Has the project enriched your personal experience in relation to:

	<i>Strongly Disagree</i>				<i>Strongly Agree</i>		
	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>		
Enhanced your appreciation of the region's Indigenous cultural heritage and/or shared multicultural history.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>		N/A
Enhanced your appreciation of creative excellence, innovation, new knowledge and/or experience.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>		N/A
Strengthened your appetite and expectation for the arts and cultural programs and/or products	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>		N/A
Strengthened our national and/or international profile as a city of the arts and culture.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>		N/A
Created visible, engaging, accessible and vibrant spaces and places.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>		N/A
Strengthened your appreciation and connection to Cairns and our cultural and creative identity.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>		N/A

**Q9 In terms of your experience, overall was there anything that stood out?
(Negative or Positive)**



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Q10 Did you spend money on any of the below while attending the event?

Type of Activity	Approx. spend \$
Ticketing	
Food and drinks	
Transport and parking	
Accommodation	
Other (please specify)	