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**Visitor Survey**

Please help us by filling in this short survey. Your answers will help us understand who our visitors are and, importantly, they will give us information about the economic and social impact of our work which is vital for us to bid for funds and grants to sustain our work in the future. Your answers are confidential and will be kept securely. The data is anonymous and will not be passed onto any third parties or used for marketing purposes in accordance with the Data Protection Act.

Name of exhibition / activity ……………………………………………………………………

Date of visit ………………………………………………………………………………………

1. Are you here today specifically to see the exhibition? (please circle) Y / N
2. Have you visited Plymouth Arts Centre before? (please tick one)

|  |  |
| --- | --- |
| This is my first visit |  |
| Yes, in the last month |  |
| Yes, in the last 6 months |  |
| Yes, in the last year |  |
| Yes, more than a year ago |  |
| Yes, more than two years ago |  |

1. Please tell us what you think about the current exhibition.
2. Did you use the interpretation materials? (please tick any that you used and found useful)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Resource | Wall Texts | Exhibition Guide | Resource Area Computer | Reading Lists | Books in Resource Area |
| Did you use? |  |  |  |  |  |
| Did you find useful? |  |  |  |  |  |

1. Would you have liked more help to understand the exhibition? (please circle) Y / N
2. Which of the following statements relating to your visit do you agree with (please indicate below)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree | Don’t know |
| I enjoyed myself |  |  |  |  |  |  |
| My confidence was boosted |  |  |  |  |  |  |
| I made new friends/contacts |  |  |  |  |  |  |
| I discovered something I like doing |  |  |  |  |  |  |
| I felt part of something |  |  |  |  |  |  |
| I have more interest in a career which involves arts/ culture than previously |  |  |  |  |  |  |

7. If you don’t live in Plymouth, are you visiting Plymouth specifically for this exhibition/event?
(please circle) Y / N

8. Are you staying overnight, somewhere other than your own home? Y / N

9. If yes, where are you staying? (please circle) With friends or relatives / in paid accommodation

10. Please estimate how much money you spent PER DAY in the Plymouth Area on yourself and others to attend this activity (excluding ticket price)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | £0 - £20 | £21-£40 | £41-£60 | £61-£80 | £81-£100 | £100+ |
| On local travel per day |  |  |  |  |  |  |
| On food and drink per day |  |  |  |  |  |  |
| Merchandise/shopping at Plymouth Arts Centre |  |  |  |  |  |  |
| On accommodation (if staying away from home) |  |  |  |  |  |  |
| Other purchases per day |  |  |  |  |  |  |

11. Please write your home postcode so we can map where our visitors come from

……………………………………………… (this information will not be used for marketing purposes)

12. How did you hear about today’s event? (please tick all that apply)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PAC Brochure | PAC website | PAC Facebook | PACTwitter | E-flyer | Leaflet | Friend | Newspaper | Other website | OtherPlease specify |
|  |  |  |  |  |  |  |  |  |  |

13. Please comment on your overall experience of visiting Plymouth Arts Centre today.

14. Is there anything that we could have improved on?

15. Are you a Friend of Plymouth Arts Centre? (please circle) Y/N

16. Are you (please circle) male / female / prefer not to say

17. Which of the following age groups do you belong to? (Please tick one)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Under 16 | 16-19 | 20-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75 + | Prefer not to say |
|  |  |  |  |  |  |  |  |  |  |

Please hand your survey in to the Front Desk or email to marketing@plymouthartscentre.org. Thank you for your help and we hope to see you again soon.