

## EXAMPLE: *FAMILY FEEDBACK SURVEY*

### Structure of example survey:

1. Enrollment
2. Feedback (Post-Visit) Questionnaire

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## Enrollment Questionnaire

### [PAGE 1] Staff/Data Collectors Only

#### (face-to-face initial data collection)

*Entered in advance:* Event Date [Date]

### INSTRUCTIONS FOR DATA COLLECTORS

**Approach.** Introduce yourself in a friendly way and invite participation.

From the next page going forward, you can turn the device to the participant to complete by themselves (if they are comfortable with the technology and you are comfortable with them using the device).

1. "Hello, we are gathering feedback about today's event."
2. "This involves asking you some questions now, and then [Organisation Name] will send you an invitation later by email to do a survey."
3. "Is this okay?"

If an email address is provided, please type it in and then read it back to the respondent to ensure it is correct.

**Sampling.** Instructions for staff using this form:

1. If you are collecting sign-ups for an event, please complete this form for each person signing up (unless things get very busy, in which case you should follow a set rule e.g. every 5th or 10th person for the busy period).
2. If you are circulating at an event, please systematically select respondents based on a set rule (e.g. every 5th person; or one person from each row for a seated event) depending on how much time you have and the number of respondents.
3. For seated respondents, try to get a range of seating locations represented (not just those sitting at the end)



## [PAGE 2] Participation

2.1. Would you be willing to help us out by responding to a couple questions now and a feedback survey later back at home? [Radio]

- Yes, willing to participate
- Not willing to participate

*Shown if "Yes" selected in 2.1.*

2.1A. Contact details

- 2.1A.1. First Name [Name]
- 2.1A.2. Last Name [Name]
- 2.1A.3. Email [Email]

*Shown if "No" selected in 2.1.*

2.1B.1. Any specific reasons for not participating in the feedback survey? [Open Text Area]

## [PAGE 3] About you

3.1. Have you ever visited the [Organisation Name] before? [Radio]

- Yes
- No
- Unsure

*Shown if "Yes" selected in 3.1.*

3.1.1. How many events have you attended at the [Organisation Name] in the last 12 months (not including your current booking)? [Radio]

- 1 event
- 2 events
- 3 events
- 4 events
- 5 or more events

3.2. Why did you decide to attend this event? [Open Text Area]

## [PAGE 4] Observation Questions

**(for completion by data collectors only to evaluate sampling quality)**

4.1. Have you finished talking to the respondent? [Checkbox]

Yes

*Shown if "Yes" selected in 4.1.*

Instructions:



Eric Jensen

Please complete the following information about the person you just spoke with. This information will not be used for the final data about audience profiles. It is only to understand sampling patterns for this evaluation. Submit this form even if no email address is provided.

4.1.1. Select the visible **gender** of the respondent: [Radio]

Male

Female

Unsure

4.1.2. Select visible **ethnicity** of the respondent: [Radio]

White

Non-white

Unsure

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# Feedback (Post-) Questionnaire

## [PAGE 1] Event information

Before beginning, please tell us about the event you participated in at [Organisation name]:

- 1.1. What type of activity did you participate in? [Dropdown]  
(List of activities)

## [PAGE 2] About the event (1/2)

2.1. How would you describe the event you attended in your own words? [Open Text Area]

2.2. What interested you in attending this event? [Open Text Area]



2.3. Please indicate your level of agreement with the following statements:

[Random order]

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree	Not applicable / No Opinion
'I feel activities were pitched at the right ability level for the children I attended with.'								
'I enjoyed taking part in the family activity with my child.'								
'The [Organization Name] is a place for people like me.'								
'I am interested in attending more events like this in future.'								
'I felt welcome during my visit to the [Organisation Name].'								
'I talked about the [Organisation Name] with my family after the event was over.'								
'I talked about things I saw during my museum visit with my family.'								
'I feel inspired by my visit to the [Organisation Name].'								
'What I saw at the museum was relevant to my life.'								
'Overall, the family activity failed to meet my expectations.'								

2.4. What, if anything, do you feel you gained from this event? [Open Text Area]



## [PAGE 3] About the event (2/2)

3.1. What did you like most about this event?

3.2. What, if anything, did you dislike most about the event?

3.3. Have you participated in events of the [Organisation Name] before?

## [PAGE 4] Finding out about the event

4.1. How did you find out about the event(s)? [Checkbox]

*You can select as many that apply.*

- Poster
- Social Media
- Was sent a PDF of the event
- Passing by/visiting venue
- School-bag magazine
- Newsletter
- Through a website
- Word of mouth
- Picked up a programme

*Shown if "Picked up a programme" selected in 4.1.*

4.1.1. If you remember where you picked up a programme, please write it here: [Open Text Area]

*Shown if "School-bag magazine" selected in 4.1.*

4.1.2. Which school-bag magazine? [Checkbox]

*(List provided here)*

*Shown if "Newsletter" selected in 4.1.*

4.1.3. Which newsletter? [Checkbox]

*(List provided here)*

*Shown if "Through a website" selected in 4.1.*

4.1.4. Which webpage? [Checkbox]

*(List provided here)*

*Shown if "Social Media" selected in 4.1.*

4.1.5. Please state which social media sites [Open Text Line]



## [PAGE 5] About you

Finally, these questions are about you. By answering these you will help us to understand more about our visitors.

**5.1.** What is your postcode? [Open Text Line]  
 (Prefer not to say)

**5.2.** Please select all of the age categories which applied to your family group when visiting: [Checkbox]  
 Children under 5 years  
 Children aged 6-11 years  
 Children aged 12-14 years  
 Children aged 15-17 years  
 Adults aged 18-59 years  
 Adults aged 60+  
 Prefer not to say

**5.3.** Do you or a member of your visiting group have a disability? [Radio]  
 Yes  
 No  
 Unsure  
 Prefer not to say

*Shown if "Yes" selected in 5.3.*

**5.3.1.** Do you feel that your needs were met by the [Organisation Name] on this visit? [Radio]  
 Yes  
 No  
 Unsure  
 Prefer not to say

*Shown if "No" selected in 5.3.1*

5.3.1.1. Please explain [Open Text Area]

**5.4.** How would you define your ethnicity? [Dropdown]  
 (This list is not exhaustive, so if you feel that none of the categories accurately defines your ethnic origin, please feel free to indicate your preference as 'Other')

Black  
 White  
 Arab  
 Asian  
 Mixed ethnicity  
 Prefer not to say  
 Other (please specify)

*Shown if "White" selected in 5.4*

**5.4.1.** Please specify [Dropdown]  
 White British  
 White Gypsy or Irish Traveller  
 White Irish  
 Other (please specify)



*Shown if "Mixed" selected in 5.4*

**5.4.2.** Please specify [Dropdown]

- White and Asian
- White and Black Caribbean
- White and Black African
- Other (please specify)

*Shown if "Asian" selected in 5.4*

**5.4.3.** Please specify [Dropdown]

- Bangladeshi
- Indian
- Chinese
- Pakistani
- Other (please specify)

**5.5.** If you would like to receive the [Organisation Name] e-newsletter about forthcoming events, exhibitions and activities, please provide your email address below. [Email]

*If there's a Prize Draw offered:*

**5.6.** All completed surveys are entered into a prize draw to win a [Prize Draw]. If you would like to be entered into this prize draw please provide your email address below.

