

# Survey Design: Examples of Research Questions and Answer Codes

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This set of research questions and answer codes was developed during Audiences London's work with a group of London-based visual arts organisations to standardise and share their audience information. They include questions which focus on the profiling of visitors as well as motivation, marketing, behaviour and satisfaction. This guide may be useful to you if the questions correspond to your research objectives and relate to existing practice within your organisation.

*The Audience Agency is a not-for-profit organisation created out of the merger between All About Audiences and Audiences London Plus in 2012.*





## Understanding Visual Arts Audiences – standardised questions

This set of research questions and answer codes was developed during Audiences London's work with a group of London-based visual arts organisations to standardise and share their audience information. They are split into two sections, and are not presented in any particular order within the sections:

- 'core' questions that each of the participating organisations will be expected to use and report on, and which focus on profiling of visitors; and
- 'optional' questions based on the questions that most of the participating organisations are currently asking, and which include questions about motivation, marketing, behaviour and satisfaction.

The 'core' question and answer codes incorporate all of the participating organisations' reporting needs, and provide backward compatibility of their data. They are based on questions used in other significant data sets such as the Census, Taking Part and MLA exit surveys, and they also take into account current best practice advice from agencies such as the Equalities and Human Rights Commission.

You may find these questions useful if they correspond to your research objectives and relate to existing practice within your organisation. Please bear in mind your research should be informed by the particular issues you want to explore; we are not suggesting these questions will be useful for everyone. If you are considering using these questions, your own reporting needs and issues of data compatibility should be taken into consideration.

If you would like to know more about Audiences London's project with London-based visual arts organisations, please contact Sarah Boiling, Strategic Projects Director at [sarah@audienceslondon.org](mailto:sarah@audienceslondon.org) or on 020 7407 4625

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## 2011/12 Benchmarking Period: Core questions

These questions must be asked by all participating galleries. Both the questions and the answer codes should be used as they are shown here. Changes or additions from 2010/11 are shown in red.

### Date

Date of visit

*Formatted open response:*

- [DD/MM/YY]

### Gender

Are you...

*Tickbox options – single response:*

- Male
- Female
- Prefer not to say

### Age

Which of the following age groups do you belong to?

*Tickbox options – single response:*

- Under 16
- 16-19
- 20-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50-54
- 55-64
- 65-74
- 75 or older
- Prefer not to say

### Postcode

What is your postcode, or country of residence if visiting from overseas?

*Open response*

- [Full postcode or country of residence]

### Ethnic Origin

How would you describe your ethnic origin?

*Tickbox options – single response:*

- White: British
- White: Irish
- White: Other
  - what other? (optional)
- Mixed: White & Black Caribbean
- Mixed: White & Black African
- Mixed: White and Asian
- Mixed: Other
  - what other? (optional)
- Asian/Asian British: Indian
- Asian/Asian British: Pakistani
- Asian/Asian British: Bangladeshi
- Asian/Asian British: Other
  - what other? (optional)
- Black/Black British: African
- Black/Black British: Caribbean
- Black/Black British: Other
  - what other? (optional)
- Chinese
- Other
  - what other? (optional)
- Prefer not to say

### Disability

Do you have any long-standing illness, disability or infirmity?

*Tickbox options – single response:*

- Yes
- No
- Don't know
- Prefer not to say

If yes, does this illness or disability limit your daily activities in any way?

*Tickbox options – single response:*

- Yes
- No
- Don't know
- Prefer not to say



## 2011/12 Optional questions

Changes or additions from 2010/11 are shown in red.

### 1. Visit history

Have you visited [Gallery] before?

*Tickbox options – single response:*

- Yes, in last 12 months
- Yes, between 1 and 2 years ago
- Yes, between 2 and 5 years ago
- Yes, but more than 5 years ago
- No, this is my first visit

⇒ If yes in last 12 months, how many times in last 12 months including today's visit?

*Numeric response:*

- [number of visits in last 12 months]

*Note: quantity should always be at least 2*

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### 2. Visit actions

Which of the following did you do during your visit today?

*Tickbox options – multiple response:*

- Saw the permanent collections
- Saw a temporary exhibition
- Attended a talk, performance, film screening, workshop or other event
- Visited the shop
- Used the café
- Other
  - what other? (optional)

⇒ Did you or someone else pay for entrance to any of these exhibitions/events?

*Tickbox options – single response:*

- Yes
- No
- Don't know

How long have you spent at [Gallery] today?

*Formatted open response:*

- [HH:MM]

### 3. Information/publicity

Which of the following had you seen or heard before your visit today?

*Tickbox options – multiple response*

- [Gallery] brochure through the post
- [Gallery] brochure I picked up
  - where?
- [Gallery] poster on London Underground
- Email from [Gallery]
- Mention of [Gallery]/today's event in email from another organisation
  - Which other organisation?
- [Gallery] website
- Mention of [Gallery]/today's event on another website
  - Which other website?
- Newspaper/magazine article about [Gallery]/today's event
  - Which newspaper/magazine?
- Mention of [Gallery] in guidebook
  - Which guidebook?
- Radio/television feature about [Gallery]/today's event
  - Which programme?
- Personal recommendation
- Other
  - what? (optional)
- None of these



#### 4. Motivations

Why did you visit [Gallery] today? And of these, which was your main reason?

*Tickbox options – multiple response, then single response for main reason:*

- To see a specific exhibition/ display/work by a specific artist
- For a talk, performance, film screening, workshop or other event
- Visit was part of an organised group or tour
- Been before and wanted to go again
- It's something to do with the children
- Child came on a school trip and wanted to return
- To spend time with friends/family
- To use the café
- To use the shop
- To look at the building
- I have a general interest in art
- Other
  - why? (optional)

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#### 5. Rating

How would you rate the following?

- How welcoming the staff were
- Ease of use of [Gallery]
- Signs and information in [Gallery]
- Bar or café facilities
- Shop
- Value for money
- The whole experience

*Tickbox options – single response:*

- Very good
- Good
- Neither good nor poor
- Poor
- Very poor
- Don't know/Not applicable

How likely are you to recommend a visit to [Gallery] to your friends/family?

*Tickbox options – single response:*

- Very likely
- Likely
- Neither likely nor unlikely
- Unlikely
- Very unlikely

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#### 6. Knowledge

How would you describe your knowledge of art?

*Tickbox options – single response:*

- Specialist
- General
- Little or no knowledge

Are you involved with art in your everyday work through any of the following?

*Tickbox options – multiple response:*

- Teaching
  - teaching what? (optional)
- Studying
  - studying what? (optional)
- Practicing artist
- Professionally employed in the Arts sector
  - how? (optional)
- Other
  - please describe (optional)
- Not involved in art in my everyday work



## 7. Crossover

Which of the following have you visited within the last 12 months?

*Tickbox options – multiple response:*

- Barbican Art Gallery
- Beaconsfield
- CGP London – Cafe Gallery
- CGP London – Dilston Grove
- Camden Arts Centre
- Chisenhale Gallery
- Courtauld Gallery
- The Curve (Barbican)
- Design Museum
- Dulwich Picture Gallery
- Gasworks
- Hayward Gallery
- ICA
- Matt's Gallery
- National Gallery
- National Portrait Gallery
- Photographers' Gallery
- Rivington Place
- Royal Academy
- Serpentine Gallery
- The Showroom
- South London Gallery
- Tate Britain
- Tate Modern
- V&A
- Whitechapel Gallery
- Other London gallery
  - which? (optional)
- None of these

## 8. Group composition

Are you visiting with other people?

- Yes
- No

⇒ If yes, how many of those you are visiting with are aged...

*Numeric response:*

- Under 16
- 16 or older

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## 9. Open

Is there anything else you would like to say about your visit?

*Open response*

- [Open]