# Evaluation survey template

## Summary

### Why use it?

Use this template to plan your survey and get ideas on different types of questions.

### How to use it?

Take note of the Introduction section below. This is important and a must have to start any survey.

Next, take some time to read through the other focus areas and decide what’s most relevant to your goals.

Then, take a look at the different sample questions and choose the ones that work best for you. You can follow these questions exactly or use them as a starting point to come up with your own ideas.

Ask a colleague to review it and make suggestions before progressing to program it into software. For further guidance on surveying, visit: <https://creative.vic.gov.au/resources/audience-research-toolkit/understand-your-audience/send-a-short-survey>

## Questionnaire

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| Focus area | **Sample questions** |
| **Introduction**  Introduce the survey, the prize and who to contact if they need assistance | Thanks for taking the time to answer a few questions about your experiences **[with/at] [insert your organisation or activity]**.  This survey should only take **[insert minutes]**of your time.  Your feedback is really important, and will help **[insert your organisation or activity]** continue to improve its work.  By completing the survey you can go in the draw to win **[insert incentive e.g. AUD$200 gift voucher for Apple or Westfield]**.  To enter the draw you’ll need to provide your contact details at the end of the survey, but you can choose to keep your survey responses anonymous.  The prize will be drawn on **[insert date]**. The winner will be notified via email.  For any questions, or if you need assistance to complete this questionnaire, please contact **[insert name]** at **[insert your organisation or activity]**at **[insert email]**.  Let’s begin. |
| **Demographics**  Ask consistent questions you can compare to other publicly available data e.g. ABS, local government  You can choose to ask these questions at the beginning or the end of the survey.  Only include the questions you really need to know – as some people consider these sorts of questions invasive and offputting, and they may drop out of the survey. | What is your age?   * 0 to 4 * 5 to 14 * 15 to 24 * 25 to 34 * 35 to 44 * 45 to 54 * 55 to 64 * 65 to 74 * 75 to 84 * 85 to 94 * 95 to 104 * 105 and over * Prefer not to say   What is your gender? Please select one.   * Male * Female * Other, please specify …………… * Prefer not to say   What is your employment status?   * Employed full-time * Employed part-time * Unemployed * Not in the labour force * Prefer not to say   What is your highest level of qualification?   * Bachelor or Higher degree * Advanced Diploma or Diploma * Vocational * No qualification * Prefer not to say   Research shows highest level of qualification is a predictor of arts participation.  What is your highest level of secondary schooling completed?   * Year 12 or equivalent * Year 11 or equivalent * Year 10 or equivalent * Year 9 or equivalent * Year 8 or below * Did not go to school * Prefer not to say |
| **Relationship to you**  Understand their involvement | How did you hear about **[insert your organisation or activity]**? (you can select more than one)  Tailor the answer options to these questions based on the channels you use. Examples include:   * Email * Social media * Word of mouth * Local newspaper * ***[insert your organisation]*** e-newsletter * ***[insert your organisation]*** website * ***[insert your organisation]***email   How many times have you ever visited **[insert your organisation]**?   * Once * Two times * Three to five times * Six to nine times * More than 10 times * Never   If never, program the survey to end at this point.  What motivated your last visit **[insert your organisation or activity]**? (you can select more than one)  Tailor the answer options to these questions based on the motivations you suspect may be the cause. Examples include:   * To support ***[insert your organisation]*** * To explore ***[insert your organisation]*** * To improve my wellbeing * To express myself creatively * To spend time with people I care about |
| **Quality of delivery**  Tailor this rating scale based on your activities and/or facilities | How satisfied or dissatisfied were you with the following aspects…’  Rating scale:   * Not applicable * Very dissatisfied * Dissatisfied * Neutral * Satisfied * Very satisfied   You can include more than one aspect. Examples:   * Quality of work * Exploration of subject * Finding information pre-visit * Purchasing tickets * Atmosphere * Helpfulness of staff * Friendliness of staff * Knowledge of staff * Passion of staff * Food/drink service * Value for money * Quality of venue * Box office/information desk * Foyer * Lighting and audio * Seating * Toilets * Café menu |
| **Attitudes and perceptions**  Tailor this rating scale based on your objectives and goals | To what extent do you agree or disagree with the following statements?  Rating scale:   * Not applicable * Strongly disagree * Disagree * Neutral * Agree * Strongly agree   You can include more than one statement. Examples:   * Challenged my thinking * Inspired me to ***[insert]*** * Made me think of ***[insert your organisation]***in a new way * ***[insert your organisation]***creates a safe environment for people to ***[insert]*** * I feel welcome at ***[insert your organisation]*** * ***[insert your organisation]*** is accessible to people from a diverse range of backgrounds * ***[insert your organisation]***is relevant to me * ***[insert your organisation]*** contributes to ***[insert]*** |
| **Best part**  Ask an open-ended question about the best part | What is the best part about **[insert your organisation or activity]**? |
| **Improvements**  Ask an open-ended question to hear about ideas for improvement | How could **it be improved?** |
| **Benchmarking**  Benchmark to compare your activities and your organisation to others | Overall, how satisfied or dissatisfied are you with**[insert your organisation or activity]**?  Rating scale:   * Very dissatisfied * Dissatisfied * Neutral * Satisfied * Very satisfied   How likely or unlikely are you to recommend **[insert your organisation or activity]** to a friend or family member?  Rating scale:   * Very unlikely * Unlikely * Neutral * Likely * Very likely |
| **Any final thoughts?**  **By sharing your goal, and providing people with one final chance to share there thoughts, you can gather helpful additional data.** | At [insert organisation], our goal is to [describe vision or goal]. If you have any final questions or suggestions for us, we’d love to hear them here:  [Open text response] |
| **Entry details**  Ask respondents to enter the draw to win your incentive.  You can also ask if they agree to their survey responses being matched with their name and email address for the purpose of future communications. | To enter the prize draw to win **[insert prize]** please provide your contact details below and confirm you understand that by providing your contact details you’re giving permission to add your name to the draw for a chance to win the prize detailed above.  The prize will be drawn **[insert date]**. The winner will be notified via phone/email.  Full name:  Phone:  Email:  Tick box 1:  I understand that by providing my contact details I am giving permission to add my name to the draw for a chance to win the prize detailed above.  Tick box 2:  I am happy for **[insert your organisation or activity]** to match my survey responses with my name and email address for the purpose of future communications. |
| **Thank you**  Thank them for their time | Thanks again for taking the time to answer a few questions about**[insert your organisation or activity]**. Your feedback is really important to us. |

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