

AUDIENCE SURVEY FORM FOR ARTS LEGACY GRANTS

Example provided by Northwest Minnesota Arts Council

Arts Organizations should personalize their audience survey form with their organization name and use these five questions in all of your audience surveys. At least one audience survey should be conducted during the time period of your grant. The surveys can be longer (personalized to your organization) and have ten questions or more, but all Arts Legacy Grants must use these same five questions for the audience survey. The exception to use a different survey format is allowed for youth Activities, classes or equipment purchase. Contact the NWMAC office to discuss.

1. Is this the first time you have been to one our (Organization Name) arts events?

Yes ___ **No** ___ If you have attended other events, how many? _____

2. How did you find out about this (Organization Name) arts event or concert?

___ Newspaper	___ At last event or concert
___ Radio	___ Poster or flyer
___ Cable TV/TV	___ Direct mailing from group
___ Word of mouth/friend	___ Website or Facebook
___ Email note from group	___ Other (please specify) _____

3. What was the distance you traveled to this arts event or concert?

Please provide your zip code _____

4. We'd like to know the age range of our audience.

Please check the box of your age group.

___ under age 17	___ age 41-50
___ age 18-30	___ age 51-64
___ age 31-40	___ age 65 and over

5. How would you rate the quality of the arts activity, exhibit, or concert?

___ Excellent
___ Good
___ Fair
___ Poor

Add other questions that pertain to your event or organization. Suggestions include:

What types of events or concerts would you most like to see available? List 6-8 examples.

What type of workshops or other events would you most like to see available?

*Select from one of these options or suggest others.

What is your time preference for events or concerts? Weekday evenings, Sunday afternoon, etc.

Would you like to see more opportunities for youth to be involved? List 3-5 new youth activities.

“This activity is made possible by the voters of Minnesota through a grant from the Northwest Minnesota Arts Council, thanks to a legislative appropriation from the Arts and Cultural Heritage Fund.”

THANK YOU FOR YOUR ASSISTANCE IN COMPLETING THIS SURVEY FORM.