

Sample: Attendee Survey

Conducting a survey or providing feedback forms to attendees during an event can help you evaluate and assess what worked, what didn't and where improvements can be made.

Q1.

Gender

- a. Male
- b. Female

Q2.

What is your postcode?

- a. 2478
- b. 2477
- c. 2480
- d. 2481
- e. Other (please specify)

Q3.

In which of these age groups do you fall?

- a. Under 25
- b. 26-35
- c. 36-45
- d. 46-55
- e. Over 55

Q4.

Who is in your travelling party?

- a. Single
- b. Adult couple
- c. Family (parents & children)
- d. Friends/relatives
- e. Club/Society
- f. Other (please specify)

Q5.

How did you travel here?

- a. Car
- b. Plane
- c. Bus
- d. Other (please specify)

Q6.

How did you first find out about the event?

- a. Flyer
- b. Radio
- c. Television
- d. Website
- e. Word of mouth
- f. Social Media
- g. Signage

Q7.

Including today, how many times have you been to this event?

Q8.

Would you have visited Ballina Shire this year had the event not been held?

- a. Yes
- b. No

Q9.

How many nights do you intent to stay in Ballina Shire during this visit?

Q10.

In which type of accommodation did you stay?

- a. Home of a friend or relative
- b. Tent/caravan/camping/backpacker
- c. Rented house/apartment/unit/flat
- d. Standard hotel/motel (3 star or below)
- e. Luxury hotel/serviced apartment/resort
- f. Other (please specify)

Q11.

What is your estimated expenditure in Ballina Shire during this stay?

- a. Accommodation
- b. Event Tickets
- c. Food & drinks
- d. Transport
- e. Tourism Activities
- f. Other (please specify)

Q12.

How many people does this expenditure cover? (specify no. of adults and children)

Q13.

On a scale of 1 to 5, where 1 represents very dissatisfied and 5 represents very satisfied, please rate the following:

- a. Event Program 1 2 3 4 5
- b. Event Location 1 2 3 4 5
- c. Event Facilities 1 2 3 4 5

Q14.

Are you likely to attend this event next year?

- a. Yes
- b. No

Q15.

Any other suggestions/feedback?

Q16.

Would you like to receive the Ballina Shire Seasonal E-Newsletter? If yes, please provide your email address.