

# Bath International Music Festival 2009 Audience Questionnaire



Thank you for helping us to improve the quality of events on offer by completing the following questionnaire. Once the event has finished, please post the completed questionnaire into one of the questionnaire boxes (located by the Box Office), or send it free of charge to **Bath Festivals, 3rd Floor Abbey Chambers, Kingston Buildings, Bath BA1 1NT Free Post SWB 10493**

All questionnaires will be entered into a prize draw to win a bottle of Festival Wine (Domaine Rives-Blanques White Wine 2006). The winner will be notified by July 2009.

Which event(s) did you attend? \_\_\_\_\_

1. What time did you approximately arrive at the Festival? \_\_\_\_\_

2. How satisfied were you by the event you attended? Not Satisfied Very Satisfied  
 1  2  3  4  5

3a. Which of the following days have you attended, or are planning to attend at this year's festival?  
*Tick all that apply*

- |   |   |  |  |
|---|---|--|--|
| <input type="checkbox"/> Friday 22 May    | <input type="checkbox"/> Saturday 23 May  | <input type="checkbox"/> Sunday 24 May   | <input type="checkbox"/> Monday 25 May   |
| <input type="checkbox"/> Tuesday 26 May   | <input type="checkbox"/> Wednesday 27 May | <input type="checkbox"/> Thursday 28 May | <input type="checkbox"/> Friday 29 May   |
| <input type="checkbox"/> Saturday 30 May  | <input type="checkbox"/> Sunday 31 May    | <input type="checkbox"/> Monday 1 June   | <input type="checkbox"/> Tuesday 2 June  |
| <input type="checkbox"/> Wednesday 3 June | <input type="checkbox"/> Thursday 4 June  | <input type="checkbox"/> Friday 5 June   | <input type="checkbox"/> Saturday 6 June |

b. Did you attend Party in the City on Friday 22 May? Yes No

4. Have you attended any of the following in the past year? *Please tick all that apply*

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Cheltenham Festival     | <input type="checkbox"/> St George's Bristol               | <input type="checkbox"/> Womad                  |
| <input type="checkbox"/> Salisbury Festival      | <input type="checkbox"/> Bath Fringe Festival              | <input type="checkbox"/> Edinburgh Festival     |
| <input type="checkbox"/> Colston Hall, Bristol   | <input type="checkbox"/> Bath Mozart Fest                  | <input type="checkbox"/> Wiltshire Music Centre |
| <input type="checkbox"/> Brighton Music Festival | <input type="checkbox"/> Manchester International Festival | <input type="checkbox"/> Theatre Royal, Bath    |

Other(s) \_\_\_\_\_

5. How many people (friends / family) were in your group at today's event (including yourself)? \_\_\_\_\_

6. How much do you expect to spend in total during the Bath International Music Festival?

Within Bath & North East Somerset  
**Tickets** £ \_\_\_\_\_  
**Travel** £ \_\_\_\_\_  
**Food and Drink** £ \_\_\_\_\_  
**Accommodation** £ \_\_\_\_\_  
**Shopping** £ \_\_\_\_\_  
**Other (please specify)** £ \_\_\_\_\_

Outside Bath & North East Somerset  
**Tickets** £ \_\_\_\_\_  
**Travel** £ \_\_\_\_\_  
**Food and Drink** £ \_\_\_\_\_  
**Accommodation** £ \_\_\_\_\_  
**Shopping** £ \_\_\_\_\_  
**Other (please specify)** £ \_\_\_\_\_

7. Which of the following newspapers do you regularly read? *Please tick all that apply*

- |   |  |
|---|--|
| <input type="checkbox"/> The Telegraph / Sunday Telegraph | <input type="checkbox"/> The Independent / The Independent on Sunday |
| <input type="checkbox"/> The Times / Sunday Times         | <input type="checkbox"/> The Guardian / The Observer                 |
| <input type="checkbox"/> Daily Mail / Mail on Sunday      | <input type="checkbox"/> Bath Chronicle                              |
| <input type="checkbox"/> Financial Times                  | <input type="checkbox"/> Other(s) _____                              |

**8. Which of the following magazines do you regularly read? Please tick all that apply**

- |  |                                    |   |   |
|--|------------------------------------|---|---|
| <input type="checkbox"/> Venue         | <input type="checkbox"/> Jazzwise  | <input type="checkbox"/> fRoots         | <input type="checkbox"/> BBC Music Magazine |
| <input type="checkbox"/> Classic FM    | <input type="checkbox"/> Bath Life | <input type="checkbox"/> Gramophone     | <input type="checkbox"/> Big Issue          |
| <input type="checkbox"/> Bath Magazine | <input type="checkbox"/> Songlines | <input type="checkbox"/> Other(s) _____ |   |

**9a. Please fill in your full postcode (this is to establish where our audience members have travelled from and will not be used to contact you)** \_\_\_\_\_

**b. Please fill in your country if overseas** \_\_\_\_\_

- |  |                          |                          |
|--|--------------------------|--------------------------|
|  | Yes                      | No                       |
| <b>10a. Have you come to Bath for the Festival specifically?</b>                 | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>b. If no, have you extended your stay because of the Festival?</b>            | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>c. Are you planning to stay overnight?</b>                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>d. If YES, where are you staying? eg. hotel/B&amp;B, friends/family</b> _____ |                          |                          |
| <b>and how many nights are you staying for?</b> _____                            |                          |                          |

**11. Your age**

- |                          |                          |                          |                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 16-19                    | 20-24                    | 25-34                    | 35-44                    | 45-54                    | 55-64                    | 65-74                    | 75+                      |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**12. Which annual income bracket are you within?**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Less than £10,000  | <input type="checkbox"/> £10,000 to £24,999 | <input type="checkbox"/> £25,000 to £34,999 |
| <input type="checkbox"/> £35,000 to £49,999 | <input type="checkbox"/> £50,000 to £74,999 | <input type="checkbox"/> Over £75,000       |

- |                                    |                          |                          |
|------------------------------------|--------------------------|--------------------------|
|                                    | Male                     | Female                   |
| <b>13. Are you male or female?</b> | <input type="checkbox"/> | <input type="checkbox"/> |

**14. To feed back to B&NES Council, please can we ask you to complete the following:**

*How would you describe your ethnic origin? Please tick one description (as recommended by the Commission for Race Equality) with which you identify or write in another answer.*

**a. White**

- |                            |                          |
|----------------------------|--------------------------|
| British                    | <input type="checkbox"/> |
| Irish                      | <input type="checkbox"/> |
| Eastern European           | <input type="checkbox"/> |
| Any other White background | _____                    |

**b. Dual Heritage**

- |                            |                          |
|----------------------------|--------------------------|
| White and Black Caribbean  | <input type="checkbox"/> |
| White and Black African    | <input type="checkbox"/> |
| White and Asian            | <input type="checkbox"/> |
| Any other Mixed background | _____                    |

**c. Asian or Asian British**

- |                            |                          |
|----------------------------|--------------------------|
| Indian                     | <input type="checkbox"/> |
| Pakistani                  | <input type="checkbox"/> |
| Bangladeshi                | <input type="checkbox"/> |
| Any other Asian background | _____                    |

**d. Black or Black British**

- |                            |                          |
|----------------------------|--------------------------|
| Caribbean                  | <input type="checkbox"/> |
| African                    | <input type="checkbox"/> |
| Any other Black background | _____                    |

**e. Chinese or other ethnic group**

- |           |                          |
|-----------|--------------------------|
| Chinese   | <input type="checkbox"/> |
| Any other | _____                    |

**15. \*\*For the prize draw\*\* please enter your address below**

Title \_\_\_\_\_ First Name \_\_\_\_\_ Surname \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email \_\_\_\_\_

**16. Would you like to be kept up-to-date with regular e-bulletins? Please tick all that apply**

- |   |                          |
|---|--------------------------|
| Bath International Music Festival regular e-bulletins | <input type="checkbox"/> |
| Bath Literature Festival regular e-bulletins          | <input type="checkbox"/> |
| Bath Festivals What's On in B&NES regular e-bulletins | <input type="checkbox"/> |