

Artes Mundi 8 Visitor Survey

Thank you for visiting the *Artes Mundi 8* exhibition.

We are carrying out a short visitor survey to understand the needs of our visitors and how they respond to the exhibitions and to measure the social and economic impact of Artes Mundi 8. This information will be used by Artes Mundi to help develop future projects and programmes.

The survey should take around five to ten minutes to complete and as a thank you for your time you can choose to enter a prize draw to win a **£100 High Street voucher**.

Your information will be held securely and will only be used by Artes Mundi for research purposes.

Q1. Date of visit to the *Artes Mundi 8* exhibition (dd/mm/yy):

Q2. Time of visit to the exhibition:

10am - 12pm

12pm - 3pm

3pm - 5pm

Q3. Do you live in the UK?

Yes

No

Q4. If you live in the UK, what is your postcode?

Q5. If you live overseas, what is your country of residence?

About your visit

Q6. How did you find out about the Artes Mundi 8 Exhibition? *(Please tick all that apply)*

Word of mouth

Gallery website

Flyer

Facebook

Television

Twitter

Radio

Poster

Newspapers or magazines article

Saw signs outside this gallery

Newspaper or magazine advertisement

By chance

Receiving something in the post

Came across it at one of the other Artes Mundi 8 exhibitions

Artes Mundi website

I found out about it in another way

Other website

(If applicable) How else did you find out about it?

Please continue on next page...

Q7a. Have you visited National Museum Cardiff before?

- Yes No

Q7b. (If yes) Approximately how many times have you visited National Museum Cardiff within the last 12 months?

- Once Twice Three times Four times Five or more times

Q8a. Have you visited previous Artes Mundi exhibitions before?

- Yes No Not sure

Q8b. (If yes) How many previous Artes Mundi exhibitions have you attended?

- One Two Three Four Five or more

Q9. Have you visited any **other** contemporary arts exhibitions or events within the last 12 months?

- Yes No

Q10a. Which of the following types of arts/heritage events have you attended within the last three years? (*Please tick all that apply*)

Q10b. And of these, which have you attended in the last 12 months? (*Please circle all that apply*)

- | | |
|--|---|
| <input type="checkbox"/> Art gallery or art exhibition | <input type="checkbox"/> Outdoor arts event/festival |
| <input type="checkbox"/> Museum exhibition | <input type="checkbox"/> Ballet |
| <input type="checkbox"/> Theatre performance | <input type="checkbox"/> Contemporary dance performance |
| <input type="checkbox"/> Classical music concert | <input type="checkbox"/> Cinema screening |
| <input type="checkbox"/> Opera | <input type="checkbox"/> Visited a historic/heritage site |
| <input type="checkbox"/> Pop/rock concert | <input type="checkbox"/> Visited a library |
| <input type="checkbox"/> Jazz performance | <input type="checkbox"/> None of these |

Please continue on next page...

Your Feedback on the Exhibition

Q11. Thinking about your visit to the Artes Mundi exhibition, to what extent would you agree or disagree with the following statements?

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know / Not applicable
It made me want to see more things like this	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There was a lot to talk about	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learnt/discovered something new	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It deepened my understanding of contemporary art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It felt relevant to my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was relevant to contemporary social issues and debates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was memorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoyed it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was emotional/moving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt inspired	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was relaxing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I could relate to it easily	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12. Again, thinking about the Artes Mundi exhibition, to what extent would you agree or disagree with the following statements?

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know / Not applicable
The exhibition would appeal to all ages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend the Artes Mundi exhibition to a friend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I intend to come back to the exhibition again before it closes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The exhibition included the right amount of information about the work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The information included in the exhibition was easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The information included in the exhibition added to my understanding of the art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speaking with the Exhibition Guides added to my understanding of the art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please continue on next page...

Q13. To what extent would you agree or disagree with the following statements?

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Artes Mundi is welcoming for the whole community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artes Mundi encourages participation in community life and events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artes Mundi enhances the sense of community in Cardiff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artes Mundi is good for Cardiff's image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14. Has visiting Artes Mundi made you more or less likely to attend contemporary art exhibitions and events in the future?

More likely

Less likely

No effect

Q15. Do you have any further feedback on the exhibition? *(Please describe below)*

Economic Impact

The following questions help us to assess what impact Artes Mundi 8 has on the local Cardiff economy.

Q16. Did you plan your trip to Cardiff particularly to go to the Artes Mundi exhibition?

Yes, it was my main reason for being in Cardiff

Yes, it was an important reason for my being in Cardiff

No

Not applicable - I live in Cardiff

Q17a. Are you staying overnight in Cardiff, somewhere other than your own home?

Yes

No

Q17b. (If yes) Which of the following types of accommodation are you staying in? If you stayed in more than one type of accommodation, please select the one where you stayed for most nights.

With friends/relatives

In paid accommodation (e.g. hotel)

Other accommodation

(If applicable) What other sort of accommodation?

Q17c. (If yes) In total, how many days are you staying (away from home) in Cardiff?

Please continue on next page...

Q18. Per day, how much money have you, or do you expect to spend in Cardiff on yourself and others?
(Enter amounts in the grid below - please only fill in those that apply)

On **local travel** (in Cardiff only)

At the venue itself (e.g. on food, drink, merchandise/shopping, etc)

On **accommodation** (if you stayed away from home)

On food, drink, shopping, etc. **outside the exhibition venue**

On **other purchases**

(If applicable) What other purchases?

Q19. Is this expenditure just for you, or does it also cover other people (friends, partner, colleagues, family members etc)?

Just me

Me and others

(If applicable) How many others does it include?

About You

The final few questions are a bit more personal. We ask them as they help Artes Mundi to understand the characteristics of people going to the exhibitions. This information is used to enable Artes Mundi to create exhibitions that are welcoming and accessible to everyone in the community.

If you would prefer not to answer these questions please select 'Prefer not to say'.

Q20a. Are you...

Male

Female

Prefer not to say

Q20b. Do the options given in the previous question about which sex you are accurately reflect how you would define your gender?

Yes

No

Prefer not to say

(If no) How would you describe your gender?

Please continue on next page...

Q21. Which of the following age groups do you belong to?

- | | | | |
|-------------------------------|-------------------------------|-------------------------------|---|
| <input type="radio"/> 16 - 19 | <input type="radio"/> 35 - 39 | <input type="radio"/> 55 - 59 | <input type="radio"/> 75 - 79 |
| <input type="radio"/> 20 - 24 | <input type="radio"/> 40 - 44 | <input type="radio"/> 60 - 64 | <input type="radio"/> 80 - 84 |
| <input type="radio"/> 25 - 29 | <input type="radio"/> 45 - 49 | <input type="radio"/> 65 - 69 | <input type="radio"/> 85 or older |
| <input type="radio"/> 30 - 34 | <input type="radio"/> 50 - 54 | <input type="radio"/> 70 - 74 | <input type="radio"/> Prefer not to say |

Q22a. Who are you visiting with today?

- With family/partner With friends With an organised group Alone

Q22b. (If applicable) How many of those you are visiting with are aged... *(this does not include yourself)*

0 - 4	<input type="text"/>	40 - 44	<input type="text"/>
5 - 6	<input type="text"/>	45 - 49	<input type="text"/>
7 - 10	<input type="text"/>	50 - 54	<input type="text"/>
11 - 13	<input type="text"/>	55 - 59	<input type="text"/>
14 - 15	<input type="text"/>	60 - 64	<input type="text"/>
16 - 19	<input type="text"/>	65 - 69	<input type="text"/>
20 - 24	<input type="text"/>	70 - 74	<input type="text"/>
25 - 29	<input type="text"/>	75 - 79	<input type="text"/>
30 - 34	<input type="text"/>	80 - 84	<input type="text"/>
35 - 39	<input type="text"/>	85 or older	<input type="text"/>

Q23. What is your ethnic group?

- | | |
|--------------------------------------|--|
| <input type="radio"/> White British | <input type="radio"/> Mixed/multiple ethnic background |
| <input type="radio"/> White Irish | <input type="radio"/> Black or Black British |
| <input type="radio"/> White Scottish | <input type="radio"/> Asian or Asian British |
| <input type="radio"/> White Welsh | <input type="radio"/> Other |
| <input type="radio"/> White other | <input type="radio"/> Prefer not to say |

(If applicable) What other ethnic group?

Q24. How would you describe your ability to speak Welsh?

- I don't speak Welsh
 Learning
 Speak Welsh but not fluently
 Fluent

Please continue on next page...

Q25. Would you like to be entered in to the prize draw to win a £100 High Street voucher?

Yes

No

One entry per applicant. The prize of one £100 High Street voucher is non-transferable, non-negotiable, non-refundable and there are no cash alternatives. The prize draw closes on 1st March 2019. The draw will take place within 14 days of this date and the winner will be notified within 7 days of the draw.

Q26. (If applicable) Please enter your contact details for the prize draw:

Name

Telephone number

Email address

Your data will be collected by Artes Mundi and processed by The Audience Agency, for the purposes of research and development only. Your contact details will only be used for the purpose you have indicated above and will not be passed on to any third parties. The Audience Agency operates within the General Data Protection Regulation and Market Research Society guidelines.

Thanks for your feedback!