



Country Victoria Events Program

MARKET RESEARCH TEMPLATE

This template is intended to guide event organisers on conducting market research at their event. The questions can be added to, deleted or reworded as applicable for the event. The surveys should be anonymous and interviewees should be offered the right to refuse to answer a question if they desire before starting the survey.

Hi my name is _____ and I was wondering if you could spare 5 minutes to answer a survey about the (name of Event)?

1. VISITOR DEMOGRAPHICS

Age?

0 – 15	16 – 25	26 – 40	41 – 60	60 +
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Gender?

Male	Female
<input type="text"/>	<input type="text"/>

Where do you come from?

Within local area (15km R)	Within Vic	Outside Vic	Where?
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

What is your postcode?

What is your occupation?

Student (primary)	Student (secondary)	Student (tertiary)	Part Time	Full Time	Home Maker	Other
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Have you attended this event before?

Yes	No
<input type="text"/>	<input type="text"/>

Year?

2. LENGTH OF STAY

Is this event the main reason for visiting the town / region today?

Yes

No

How long are you staying in the area?

No of nights

Where are you staying?

B&B	Pub	Motel	Caravan Park	Friends / Family	Cottage (hired)	Other
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



What other sort of activities do you intend to participate in while visiting the area?

** Only applicable if not a local resident **

Shopping	Wineries	Gallery / Museum	Visit Friends / Relatives	Other	Nothing
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



3. MARKETING & PROMOTIONS

How did you find out about this event?

Print	TV	Radio	Internet	Word of Mouth	Signage	Other
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



4. EVENT APPRAISAL

What is your main reason for coming to the event today?

How would you rate the Event?

Excellent	Very Good	Good	Fair	Poor

What do you like most about the event?

Can you list two improvements that could be made to the event?

5. SPONSOR AWARENESS – UNPROMPTED

Can you name any sponsors of the event?



No

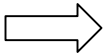
or

Yes

Who?

Can you tell what are the main messages of today's event?

Eg. List type of messages relative to the event



No

or

Yes

What?

6. MODE OF TRANSPORT

How did you get to the event?

Car	Bike	Foot	Train	Bus	Taxi	Other

Thank you for your time today and enjoy the rest of your time at the Event!!

INTERVIEWER DETAILS

Person Interviewing:

Time of Interview:

Location:

	Date of Interview:	