



Survey Questions

OMI Funded Events Public TEMPLATE

Evaluation: OMI Cohort Project TEMPLATES

1. Which of the following best describes where you live?

Select from the list

 Dropdown

- City of Perth
- Perth Metro area
- Elsewhere in WA
- Interstate
- Overseas

2. **Attendance:** Is this your first time attending this event?

Please choose from the options

Radio

- No
- Yes

3. **Intent To Return (Organisation):** How likely are you to attend an event/activity by this organisation again?

Select from the list

 Dropdown

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

4. **Pre-Dimension Message (Post Event):** The following questions ask about your experience of the event. Please indicate how much you agree or disagree with each statement. It's okay to leave negative feedback, it helps us improve.

 Message

5. **Inclusion:** It made me feel welcome and included

Rate how much you agree or disagree with this statement

 Slider

6. **Diversity:** It engaged people from different backgrounds

Rate how much you agree or disagree with this statement

 Slider

7. **Pride:** It strengthened my cultural pride

Rate how much you agree or disagree with this statement

 Slider

8. **Respect:** It gave me greater respect for cultural diversity

Rate how much you agree or disagree with this statement

 Slider

9. **Celebration:** It celebrated my own cultural heritage

Rate how much you agree or disagree with this statement

 Slider

10. **Distinctiveness:** It was different from things I've experienced before

Rate how much you agree or disagree with this statement

 Slider

11. **Content:** It reflected a broad and inclusive range of voices

Rate how much you agree or disagree with this statement

 Slider

12. **Rigour:** It was well thought through and put together

Rate how much you agree or disagree with this statement

 Slider


13. **Cultural Contribution:** It provides an important addition to the cultural life of the area

Rate how much you agree or disagree with this statement

 Slider

14. **Net-Promoter-Score:** How likely is it that you would recommend this event to a friend or colleague?


Select from the list

 Dropdown

- 0 - Not at all likely
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 - Extremely likely

15. **Overall-Experience:** How would you rate your experience overall?

Select from the list

 Dropdown

- Excellent
- Good
- Neutral
- Poor
- Terrible

16. **Event Discovery:** How did you hear about this event?

Select all that apply

 Multiple Choice

- Website
- Online advertising
- Email
- Social media
- Word of mouth
- Poster, flyer or brochure
- Newspaper or magazine
- Outdoor advertising
- TV
- Radio
- Unsure
- Other (please specify)

17. **Pre-Spending Message:** The following questions ask about your visit and spend in the area while attending the event.

 Message

18. **1.2 Event Spend: Event & Local Area:** Per person, how much did you spend at the event and in the local area directly before and after the event?

Consider spend on shopping, food and beverage, merchandise etc. Please exclude ticket and accommodation spend.

Number

19. **Spending Activities:** Did you spend money on any of the following activities, before or after attending the event?

Select all that apply

☑ Multiple Choice

- Food
- Drinks
- Shopping
- Entertainment
- Transport/Parking
- None of the above
- Other

20. **2. Event Additionality:** What would you have done if you did not attend the event?

Select from the list

☑ Dropdown

- Stayed home or gone to work
- Something else in the local area
- Something else NOT in the local area



Show if Question 1 contains *Elsewhere in WA, Interstate, Overseas*.

21. **Reason For Visit:** What best describes your reason for visiting the area?

Select from the list

☑ Dropdown

- Holiday/Leisure
- Visiting friends/Relatives
- Business
- Study
- Other



Show if Question 1 contains *Elsewhere in WA, Interstate, Overseas*.

22. **3. Overnight Stay:** Are you (or were you) staying away from home overnight while attending the event?

Please choose from the options

Radio

- No
- Yes

23. **6. Length Of Stay:** How many nights were you staying away from home?

Please enter a whole number

Number



Show if **Question 22** is equal to 1.

24. **5. Accommodation Spend:** Per person per night, how much did you spend on accommodation?

Please estimate accommodation costs per night. Enter zero if you are not paying for accommodation.

Number



Show if **Question 22** is equal to 1.

25. **4. Tourist Additionality:** Did the event influence your decision to travel to the local area?

Select from the list

☰ Dropdown

- Yes, it was the main reason
 - Partly, it was a contributing factor
 - No, but I changed or extended my original plans
 - No, but I did know about the event
 - No, I was not aware of the event
-



Show if **Question 1** contains **Elsewhere in WA, Interstate, Overseas**.

26. **7. Trip Spend:** Per person, how much do you think you will spend during your time away from home? (excluding accommodation and spending at the event)

Please include all trip costs for the time you're away from home - food, beverages, transport, parking, souvenirs etc.

Number



Show if **Question 1** contains **Elsewhere in WA, Interstate, Overseas**.

27. **Additional Feedback:** Please add any other comments or feedback about the event below.

You may skip this if you prefer.

 Free Text

28. **Identity:** Do you identify with any of the following?

Select all that apply

 Multiple Choice

- Aboriginal and/or Torres Strait Islander
- Person with disability
- Born overseas
- Use a language other than English at home
- LGBTQIA+
- Prefer not to say
- None of the above

29. **Gender:** How would you describe your gender?


Select from the list

 Dropdown

- Male
- Female
- Non-binary
- Prefer not to say
- In another way (may self-describe)

30. **Age:** What is your age?

Please enter a whole number

 Number

31. **Postcode:** What is your postcode?

Enter your answer

 Short Text