## Sample Audience Survey Form: Neighborhood Historical Society

We’re attaching a dinner mint to this survey for you to enjoy while you’re completing it. We hope you’ll take the time to give us your honest response to our programs, but the mint should still be melting in your mouth when you finish. Thank you!

1. How did you find out about today’s program? (Circle all that apply.)

A. Postcard received in the mail

B. Posters

C. Email announcement

1. Newspaper article (which paper?)
2. Radio announcement
3. From a friend
4. Facebook
5. Twitter
6. Other (please specify)
7. How satisfied were you with today’s program?
8. Extremely satisfied
9. Very satisfied
10. Somewhat satisfied
11. Not very satisfied
12. Not at all satisfied
13. How could we have improved today’s program?
14. How many Historical Society programs have you attended in the past year?

A. More than five programs

B. 2–5 programs

C. One program

D. This is the first Historical Society program I’ve attended in the past year

E. This is the first Historical Society program I’ve ever attended

1. If you’ve attended other Historical Society programs in the past year, which were your favorites?

A. Quilts and Cultural Narratives

B. Treaties and Swindles

C. Homesteading and the Coming of Railroads

D. From Corn Palace to Coal Palace: Exhibitions and Industrial Fairs

E. The Little Red Schoolhouse: A History of Public Education

Why was it your favorite?

1. How did you arrive at the library for today’s discussion?
2. Public transportation
3. Car
4. Walked
5. Bicycle
6. Other:
7. Approximately how long did it take you to get here?
8. Do you plan on attending any of our other programs this year?
9. Yes
10. If not, why?
11. Do you enjoy participating in any of the following activities? (Mark any that apply to you.):
12. Reading/Book Group
13. Arts and Crafts
14. Taking Adult Education Classes
15. Watching Sports
16. Hiking
17. Hunting and Fishing
18. Attending Concerts and Plays
19. Volunteering
20. Participating in Webinars and Online Presentations
21. If you weren’t here this afternoon, what would you be doing?
22. What is your zip code?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
23. We’re working to reach more people with Historical Society programs. Would you be willing to help us by participating in a detailed e-mail survey or focus group discussion? If so, please let us know how we may contact you: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_