

HERITAGE OPEN DAYS SURVEY: 2017

We would love to know about your opinion of the visitor experience at this event here today. Completing this questionnaire helps us to improve the experience of visitors in future years. It should only take a few minutes.

Please mark your answer by placing a cross in the relevant box , or write your answer in the space provided.

Please be assured that all the information we collect will be kept in the strictest confidence, and used for research purposes only. It will not be possible to identify any particular individual or address in the results.

Q1a Is this the first year you have attended Heritage Open Days? **Cross one only**

Yes, first year ₁ No, attended in a previous year..... ₂

If no, including this year, on how many years have you attended Heritage Open Days? Year(s)

Q1b How many properties, sites or events have you visited/ are you planning to visit in total during Heritage Open Days this year?

Cross one option

1 **2-5** **6-10** **More than 10** **Not Sure**

Q2 . Have you ever visited this property/site before (or any of these sites if on a tour), at any time whether during Heritage Open Days or not?

Yes..... ₁ >> please write in the year you last visited (excluding today) e.g. 1997 or 2003

No..... ₂

Q3 Excluding your visit today, have you visited any heritage site(s) in the past 12 months?

Heritage site includes any historic attraction, such as a castle, country house, palace, industrial site, garden, museum or archaeological site or remains

No (none in the last 12 months before today) ... ₁

Yes... >> **IF YES:** Please mark below how often (excluding today's visit)

5 times or more in the last 12 months..... ₂

3-4 times in the last 12 months..... ₃

1-2 times in the last 12 months..... ₄

Q4. How did you find out about the Heritage Open Days event/s you attended this year? **Cross all that apply**

Posters/banners ₁

Gosport Heritage Open Days website..... ₂

Other website please tell us which:..... ₃

Local leaflets/brochures..... ₄

Local press/ TV/Radio..... ₅

National press/TV/Radio..... ₆

Social media (e.g. Twitter, Facebook, Instagram)..... ₇

Knew from previous visits..... ₈

Word of mouth..... ₉

Just passed by..... ₁₀

Other please tell us what:..... ₁₁

Q5. Below you will see a list of reasons for visiting places or events like this. Which three of these were most important in your decision to visit this site/event today? **Please write a 1 against the most important reason, a 2 against the second most important and a 3 against the third most important reason, leaving the other reasons blank.**

It is a must see site or event / somewhere I've always wanted to go

To visit a place that is not normally open

To visit a place that is not normally free to enter

To give the children a new or different experience.....

- So that the children can have fun, be entertained or kept occupied.....
- So that we can have fun, or be entertained.....
- To see a specific temporary or permanent exhibition.....
- To attend a specific event, performance or activity.....
- To relax or escape in a pleasant atmosphere.....
- To be with other like-minded people.....
- To experience or learn something different from normal.....
- To have the subject matter here brought to life.....
- To learn about the subject(s) of the site / event.....
- I have a personal interest in the subject(s) of the site / event.....

Q6. And, how do you rate your visit to this site/event today in terms of your enjoyment overall? *Cross one rating only*

Very Enjoyable	Enjoyable	Acceptable	Not Enjoyable	Disappointing					
10	9	8	7	6	5	4	3	2	1
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q7. How likely is it that you would recommend a visit to Heritage Open Days to friends or family? *Cross one rating only*

Extremely likely									Not at all likely	
10	9	8	7	6	5	4	3	2	1	0
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q8. Below are a number of statements that other people have made about Heritage Open Days. For each one, please mark to what extent you agree or disagree with it:

	Agree Strongly	Agree Slightly	Neither Agree nor Disagree	Disagree Slightly	Disagree Strongly	Don't Know
I have learnt something new about my local area	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Visiting Heritage Open Days makes me appreciate my local area more	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Visiting Heritage Open Days makes me feel more part of my local community	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Visiting Heritage Open Days makes me feel more proud of my local area	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆

Q9. Below are a number of statements that other people have made about Heritage Open Days. For each one, please mark to what extent you agree or disagree with it:

	Agree Strongly	Agree Slightly	Neither Agree nor Disagree	Disagree Slightly	Disagree Strongly	Don't Know
I have gained new knowledge or understanding as a result of my visit	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Visiting Heritage Open Days has helped me to feel that places like this are for people like me	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Visiting Heritage Open Days has helped me to understand about the history/ background of other people	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
I have learnt something new about this area	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
I have learnt something new about the culture, history or heritage in this country	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Visiting Heritage Open Days makes me feel more proud of the culture, history or heritage in this country	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Visiting Heritage Open Days has inspired me to visit more heritage and/or cultural sites in the future	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Visiting Heritage Open Days has made me want to explore this area of the country further	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Heritage Open Days has inspired me to volunteer/ become involved with a heritage place/ organisation	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆

Q10. How likely are you to visit Heritage Open Days again in future years? ***Cross one only***

- Definitely** ₁
 Probably ₂
 Possibly ₃
 Probably Not ₄
 Definitely not ₅
 Don't know ₆

Q11. What overall comments do you have about Heritage Open Days? ***Please specify here:***

These last few questions ask about you and the people you are visiting this site/event with today. These questions will be used in our analysis to understand how to improve the visitor experience for different types of visitor.

D1 Including yourself, how many people are there in your personal party, visiting this site/event today? If you are visiting as part of an organised group, please indicate the number of people in your immediate party only (i.e. your friends/ family).

D2 Please indicate your age and gender and that of the people you are visiting this site/event with today. If you are only visiting with one person, you would only fill out the columns for 'yourself (1)' and 'Person 2'. If you are visiting with more than eight people, please just indicate the age and gender of eight of your party.

Party member	Yourself (1)	Person 2	Person 3	Person 4	Person 5	Person 6	Person 7	Person 8
Age (<i>write in</i>)								

Gender Male	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Female	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Write in here if you would prefer to describe gender in your own words _____

D3 Do you, or anyone you are visiting this site/event with today have any long term illness, health problems or disability that limits daily activities or the work he/she can do? ***Cross one only***

- Yes ₁
 No ₂
 Prefer not to say ₃

D4 Which of the following ethnic groups do you consider you belong to? ***Cross one only***

- White (White British/ White Irish/ Any other White background) ₁
 Black (Black Caribbean/ Black African/ Any other Black African background) ₂
 Chinese ₃
 Asian (Indian / Pakistani / Bangladeshi / Any other Asian background) ₄
 Mixed (White and Black Caribbean/ White and Black African/ White and Asian/ Any other Mixed background) ₅
 Another ethnic group (*please write in*) _____ ₆
 Prefer not to say ₇

D5 Please write your home postcode in the spaces below. ***Please be reassured this will only be used for the purposes of this research***

D6 Site name: _____