

Grant ID:
Project Title:
Event Date/location:



Core questions for cross-program audience survey

Directions:

1. Please ensure the grant id issued by California Humanities and title for your project is added to the header prior to printing surveys for distribution to audience.
2. Please feel free to update the word “program” as it fits with the event you are holding (i.e. exhibit, event, project, etc.)
3. Ensure that California Humanities logo remains on the survey.
4. Please try to collect at least 30 responses from participants to ensure statistical significance of results, but no more than 100 total per project.
5. Completed surveys should be collected and submitted as part of your final grant reporting package (see toolkit for reporting instructions).
6. If you would rather share an online version of the survey to record results automatically, please feel free to send this link to your attendees: <https://www.surveymonkey.com/r/M99G8LP>

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California Humanities: Audience Survey

Please complete this short survey, which should take less than five minutes.

Your responses will help us improve future programs. Please note that all information will be kept confidential.

1. Why did you attend this program? (check all that apply)

- ☐ Personal interest in the topic
- ☐ Topic is important to my community or to society
- ☐ Special interest in a particular speaker, presenter, or other aspect of program
- ☐ Wanted to connect with others in my community
- ☐ Convenience (time/location)
- ☐ Affordability
- ☐ I like attending programs of this kind or hosted by this organization
- ☐ I haven't attended anything like this before and wanted to learn more
- ☐ Other: _____

Comments: _____

2. Which statements below describe your experience at this program? (check all that apply)

- ☐ I learned something of value
- ☐ The quality of presenters, presentation, or program was good
- ☐ I was exposed to new points of views
- ☐ I had the opportunity to share my ideas, experiences, and opinions
- ☐ I connected with others and/or met new people
- ☐ I am inspired to take action
- ☐ Other: _____

Comments: _____

3. What is the single most important thing – “the big idea” – you are taking away from today's program?

4. How likely are you to attend or encourage others to attend a program like this in the future?

- ☐ Extremely likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Extremely unlikely

Comments: _____

5. Is there anything else you'd like to share about your experience today?

Comments: _____

6. Please tell us how you identify yourself. Answers to these questions are optional and confidential.

a. Gender (select one)

- ☐ Female
- ☐ Male
- ☐ Prefer to self-describe _____
- ☐ Prefer not to say

b. Race/Ethnicity (check all that apply)

- ☐ American Indian/Alaskan Native
- ☐ Asian
- ☐ black/African-American
- ☐ Hispanic/Latino
- ☐ Pacific Islander/Native Hawaiian
- ☐ white
- ☐ other (specify) _____
- ☐ Prefer not to say

c. Age range (select one)

- ☐ Under 18 years
- ☐ 18 to 24 years
- ☐ 25 to 34 years
- ☐ 35 to 44 years
- ☐ 45 to 54 years
- ☐ 55 to 64 years
- ☐ Age 65 or older
- ☐ Prefer not to say

d. Please indicate the highest level of education attained. (select one)

- ☐ Did not attend high school
- ☐ Some high school, no diploma
- ☐ High school graduate, diploma or the equivalent (for example: GED)
- ☐ Some college or vocational schooling, no degree
- ☐ Vocational certification
- ☐ Associate degree
- ☐ Bachelor's degree
- ☐ Post baccalaureate or professional degree
- ☐ Prefer not to say

e. Do you identify or describe yourself in other ways? If so, how? _____

7. What is your residential zip-code (9 digits if possible)?

Thank you for participating! Please visit www.calhum.org to find out more about California Humanities and sign up for our monthly e-newsletter.