



California Humanities Audience Survey

Grant ID:
Project Title:
Event Date/ Location:

Please complete this short survey, which should take less than 5 minutes. Your responses will help us improve future programs. 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
- ☐ Wanted to connect with others in my community
- ☐ Special interest in a particular speaker, presenter, or other aspect of program
- ☐ I like attending programs of this kind or hosted by this organization
- ☐ Convenience (time/location)
- ☐ Affordability
- ☐ 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
- ☐ Unlikely Extremely
- ☐ Likely
- ☐ unlikely
- ☐ Neutral

Comments: _____

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

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
- ☐ 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 sign up for our newsletter.