

Event Self Evaluation Guide

Part 3 - Collecting Survey Data

This guide explains how information is collected from event attendees and how organisers can support this process.

Why Surveys are Used

It is not possible to talk to everyone at an event. Surveys are used to:

- + Understand where people came from
- + Understand why they attended
- + Estimate spending and length of stay
- + Understand attendee sentiment about the event and the region

A sample of attendees is used to represent the whole audience.

Common Ways to Collect Survey Data

Method	What it Involves	Typical Cost
Full face-to-face survey	Slightly longer survey at the event including everything from the incidence survey plus spending	High
Incidence survey	Short face-to-face questions focused on visitor origin, whether they are event motivated, their length of stay and whether they are staying overnight	Medium
Face-to-face recruitment	Collect email addresses of attendees to send a post-event survey	Medium
QR code survey	Online survey accessed by the attendee scanning the QR code with their phone. Can be passive (i.e. a poster) or active (i.e. a person approaching and asking them to scan the QR code)	Medium
Online survey (ticket buyers)	Survey sent after the event to ticket buyers	Low
Online survey (social media)	Open survey link posted to social media accounts related to the event	Low

Choosing the Right Method

When deciding how to collect data, consider:

- + Is the event ticketed?
- + Are many tickets sold at the door/venue/entrance?
- + Is there enough time for face-to-face surveys?
- + Is the audience moving or stationary?
- + Mixed methods are often the most effective.

Understanding Sample Size

You do not need to survey everyone. As a guide:

- + Surveying around **300 - 400 people** gives a strong overall picture for most events (>5,000 attendees)
- + For events with less than 5,000 attendees, a **sample of 200 is often an adequate target.**
- + In some cases, it will not be possible to achieve this target. It is important to then either:
 - + Ask whether this evaluation is achievable
 - + Accept that the evaluation will have a higher margin of error than normal
- + Smaller groups (e.g. interstate visitors) will naturally have fewer responses

These numbers are guides only. An evaluation specialist can confirm what is appropriate for your event – particularly for multi day/multi venue type events.

What you should focus on

- + Supporting survey staff – make them look official, provide them with a lanyard, a script and the ability to explain why the survey is important
- + Allowing access to suitable locations – so that a cross section of the audience can be surveyed
- + Promoting surveys where appropriate (i.e. ticketing database, face-to-face etc.)
- + Collecting as many quality responses as practical

Key Survey Questions to Ask

1. **Where do you live?** Show all respondents

- a. Local (within region)
- b. Somewhere else in the State
- c. Interstate
- d. Overseas

2. **On how many days will you attend this event? (if multi-day event)**

3. **Which of the following best describes your visit to {the host region} when you attended the event?** Show if Q1 = b,c,d

- a. I visited {host region} specifically to attend the event and spent no other time in the {host region}
- b. The main reason for my visit to {host region} was to attend the event, but I stayed longer to see more of the {host region}
- c. I visited the {host region} for other reasons, but timed my visit to coincide with the event
- d. I was already planning to visit the {host region} at this time and the event coincided with my trip

4. Did you spend any extra nights in {host region} in order to attend the event? Show if Q3 = d

- a. Yes
- b. No

5. Did you spend any nights in the {host region} as part of your attendance at the event? Show if Q3 = a,b,c

- a. Yes
- b. No

6. How many nights did you spend in the {host region} as part of your attendance at this event?
Show if 4 = a OR Q5 = a

7. Can you please estimate how much you spent (per day) during your time in {host region} for yourself and any other members of your group (the people who you were travelling with)?^{Note}
Show if 3 = a,b,c OR Q4 = a

8. Including yourself, how many people in your travel group does this spending cover?

These questions may look detailed, but they follow a simple logic to ensure results are accurate and avoid over-counting impacts.

Representing the whole event

For longer or larger events:

- + Survey across different days
- + Survey across different venues
- + Focus on the busiest parts of the event

Final Takeaway

Good survey data is about **quality and coverage**, not perfection. Sampling is not an exact science. The goal is to try and develop a good sample size covering a cross section of your event audience.

Note: Some surveys will break down the spending into categories such as accommodation, food & beverages, transport, airfares, other entertainment, retail.