**Survey suggestion**

The survey below uses event visitors as a basis. Think about which target group will receive your survey and adapt the template accordingly.

**Explanation**

**Black text** = Suitable to ask the majority of visitors, participants in meetings and in events

**Red text** = Suitable to ask visitors to meetings

**Green text** = Suitable to ask event participants

**Demography**

**Gender**

Male  
Female  
Other/rather not say

**Age**  
Free text in digits

**Which county do you live in?**  
Blekinge

Dalarna

Gotland

Gävleborg

Halland

Jämtland

Jönköping

Kalmar

Kronoberg

Norrbotten

Skåne

Stockholm

Södermanland

Uppsala

Värmland

Västerbotten

Västernorrland

Västmanland

Västra Götaland

Örebro

Östergötland

**How did you travel to Uppsala for your visit?**  
I live in Uppsala  
Car  
Bus  
Bike  
Plane  
Train  
Other

**In conjunction with your visit to event X, are you staying overnight in Uppsala?**  
Yes  
No  
Live in Uppsala

**If you answered yes to the previous question, what type of accommodation are you in?**  
Staying with friends/family  
Hotel  
Hostel/camping/B&B

Other, please state:

**How many people in your party?**  
Free text in digits

**How many people in your party participated in the event?**  
Free text in digits

**Interests***What does your target group do when they aren’t taking part in your event? This can be valuable when you put together your marketing and communication plan and for sales to potential sponsors. Supplement with other areas of interest.*

**How interested are you in the following activities and areas?**

*Allow the respondents to answer on a scale of 1-5 where 1 is not at all interested and 5 is very interested. The aim is to gain an image of what your target group does when they don’t participate in your event, which is very interesting to sponsors and similar entities.*Spend time with family  
Go to sporting events as a spectator  
Watch sport on TV  
Visit theatres, museums, exhibitions  
Go to concerts  
Go to the gym and/or running  
Membership of clubs and organisations  
Own vocational career  
DIY  
Gardening  
Car mechanics  
Traditional activities  
Donating money to charity  
Other country’s cultures  
Local events  
Technology and new inventions  
Fashion and home furnishing  
Politics and society  
New challenges

*etc. What interests are relevant to you?***Media habits**To find out how your visitors receive your marketing, it is interesting to see which channels are effective and which are not. It may also be interesting to see what their daily usage of channels is like, to supplement the image.

**How did you find out about the event?**Newspaper advert  
Newspaper articles  
Newsletter  
Through friends  
The organiser's social media  
Other social media (friends, media, etc.)  
Radio advertising  
Website  
Other, please state:

**How often do you use the following channels?**

*Responses are on the following scale: Daily, a few times per week, a few times per month, a few times per 6 months, a few times per year, never, don't know. Fill in with the response options.*

Watch TV

Listen to radio (SR)

Listen to radio (with adverts)

Read daily morning newspaper

Read daily morning newspaper online

Read daily evening newspaper

Read daily evening newspaper online

Facebook

Instagram

Snapchat

Twitter

*etc. What channels are relevant to you?*

**Sponsoring***Measuring the effect of the sponsors you have is an effective way to know whether and how much you are noticed. This can be used in reporting, sales and development of their visibility. Work so that the sponsors bring something fun/interesting to the target group, then everyone is usually happy.*

**Can you name any company/ies who is/are sponsoring or collaborating in the event?**Free text response.

**Which of the following companies do you think or know are sponsoring the event?**List the sponsors and some of their competitors in a list that the participants can click.

**The sponsors of course want to be noticed by you as a participant. Can you say which company made the biggest impression on you and if so, what did they do or how did you notice them?**  
Free text response.

**Which company/ies would you miss as sponsors if they were not chosen next year?**  
Free text response.

**Experience**

**How did you experience the following parts of the event?***Break down the options into the different content that the meeting/event had. Here you can allow the participant to grade from 1-5, where 5 is best. Include the option ‘I don’t know’.*

Website/Information before the meeting/event  
Information on site  
Kiosk  
Restaurant  
Atmosphere  
Welcome from officials

Sporting/cultural quality  
etc.

**How did you experience the following parts of the meeting?***Break down the options into the different content that the meeting/event had. Here you can allow the participant to grade from 1-5, where 5 is best. Include the option ‘I don’t know’.*

Website/Information before the meeting/event  
Information on site

Registration

Meeting premises  
Restaurant  
Atmosphere  
Welcome from officials  
etc.

**Would you recommend a colleague or friend to participate in/visit the event?**   
Grade 1-10, where 10 is the highest grade. What do the results mean? Read about Net Promoter Score here: <https://www.netigate.net/sv/enkater/s-fungerar-net-promoter-score-och-varfoer-det-aer-en-bra-metod-foer-att-maeta-kundlojalitet/>

**What’s the main reason you gave that particular grade to the previous question?**  
Free text response.

**If you were the organiser, what’s the first thing you'd change?**  
Free text response.