

# Audience Survey

19 Mar 2026

Post-experience audience feedback

\* Required

## Participant Information

Thanks for coming to see the work, the purpose of this questionnaire is to collect audience feedback on this project.

You have been invited to participate because you are an audience member engaging with this experience during user testing/showcasing.

Your participation involves experiencing the immersive artwork and completing an online questionnaire using a tablet or personal device. Filling in the questionnaire is expected to take around 10-15 minutes.

You do not have to take part in this feedback. It is up to you to decide whether or not you want to be involved.

The questionnaire responses will be used to support the future development of the work.

If you have questions please contact the artist/team.  
Thanks for your time.

1. I agree that the artist can use any written feedback collected during the course of the user testing/sharing in perpetuity for the following purposes

Please select from below

- To promote our work via public communications, including but not limited to our website and social media channels
- To include in funding materials shared with external organisations, including but not limited to reports and proposals
- To file in the artists archive for internal, reference use

2. I agree to share this data with the Immersive Arts Programme Research Team

Anonymised questionnaire responses will be used to support research publications, academic presentations, reports and showcases for the creative industries. This research is being conducted by research staff from the University of the West of England (UWE). It has been reviewed and approved by the UWE Ethics Board. If you have questions please contact [kerryn.wise@uwe.ac.uk](mailto:kerryn.wise@uwe.ac.uk)

Yes

No

Please tell us a bit about yourself so we can understand our audience composition.

We want our work to be as accessible as possible.

3. What country are you based in? \*

- England
- Northern Ireland
- Scotland
- Wales
- Prefer not to say

4. What is your age? \*

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-69
- 70+
- Prefer not to say

5. What is your gender?

Genderqueer

Man

Non-binary

Woman

Prefer not to  
say

Other

6. How do you describe your ethnicity?

7. What is your religion or belief? \*

Buddhist

Christian

Hindu

Jewish

Muslim

Sikh

No religion

Prefer not to say

Other

8. Do you identify as disabled, Deaf, neurodivergent or have a long-term physical or mental health condition \*

- Yes
- No
- Prefer not to say

9. Please select how you describe yourself from the following options; \*

- Disabled
- Deaf
- Neurodivergent
- Have a long-term physical health condition
- Have a long term mental health condition
- Prefer not to say
- Other

Please tell us about your prior experience and expectations

10. Have you experienced work by the artist before? \*

Yes

No

11. How familiar are you with immersive experiences (e.g. escape rooms, interactive theatre, site-specific performance)? \*

Never experienced before

Experienced before but not in the last year

Experienced in the last year

Experienced recently (in the last three months)

Experienced frequently (more than once in the last three months)

12. How familiar are you with general arts experiences (e.g. galleries, theatre, dance events)? \*

Never experienced before

Experienced before but not in the last year

Experienced in the last year

Experienced recently (in the last three months)

Experienced frequently (more than once in the last three months)

13. How did you find out about this experience? \*

- Direct email from artist
- Direct email from venue
- Social Media
- Word of mouth
- Immersive Arts newsletter
- Other newsletter
- Other

14. What made you book this experience? \*

- The marketing information I received
- I know the artist/team
- I wanted to try something new
- I often attend immersive arts events
- Other

15. What do you think is the right ticket price for this work? \*

Free

Up to £5

Up to £10

Up to £20

Up to £30

Up to £40

£50+

16. Where do you feel this work would be best experienced (select all that apply)? \*

- At home
- In a theatre
- In an arts centre
- In an art gallery
- In a cinema
- In a museum
- In a dedicated immersive or location-based experience (LBE) venue
- In a retail space or arcade
- In a community venue (e.g. library, village hall, social club)
- On the move, outdoor location
- At a festival
- In a pop-up or 'meanwhile' space (e.g. warehouse, historical building)
- In a site-specific location
- At an event or conference
- Other

And finally

17. Based on this experience how likely are you attend another immersive art experience? (10=very likely / 1=very unlikely) \*

1	2	3	4	5	6	7	8	9	10
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18. Is there anything else you would like to tell us? \*

Thank you very much for your time

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