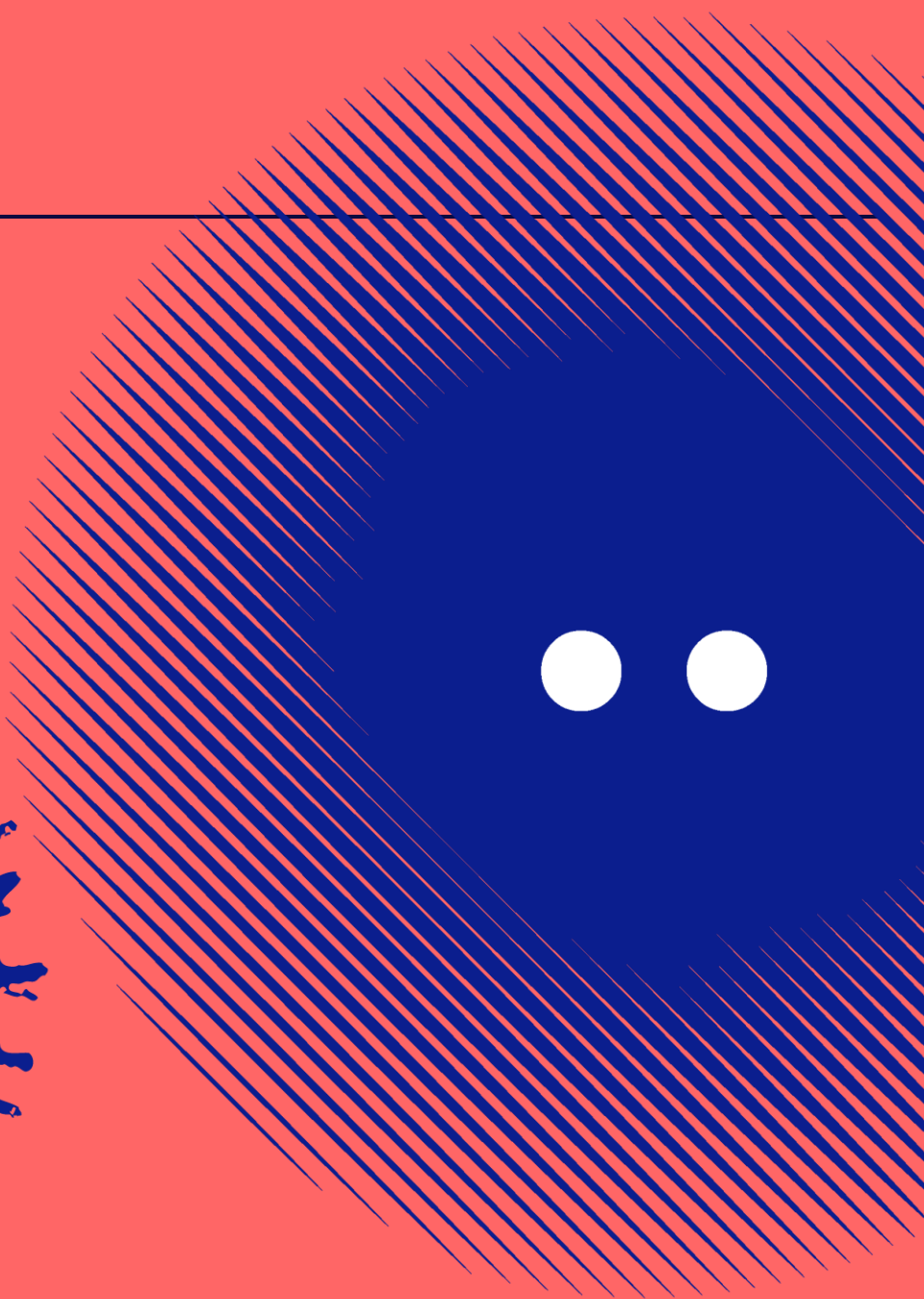
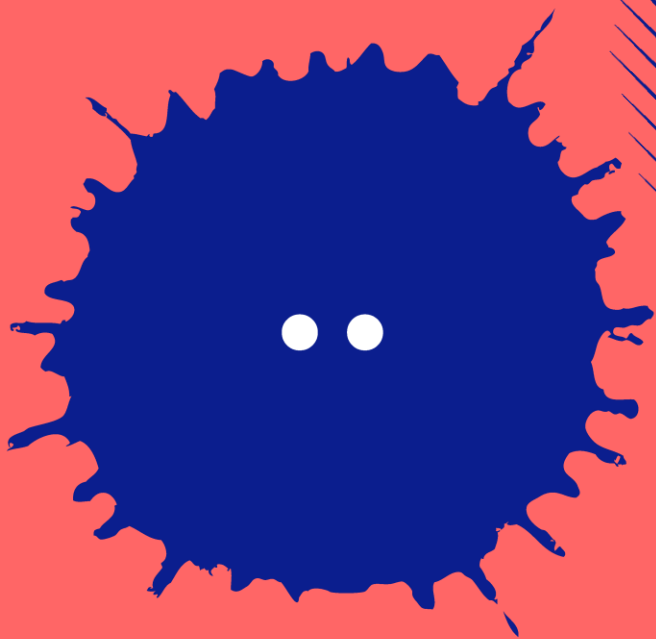
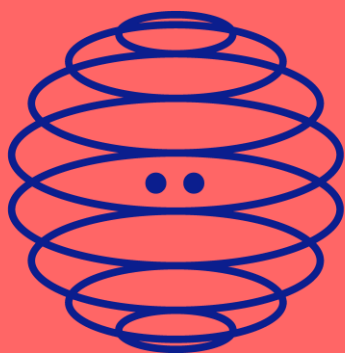
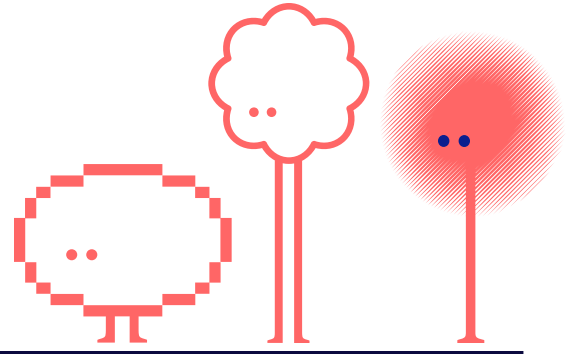

Immersive Arts Audience Resource Bank



Updated March 2026

**IMMERSIVE
ARTS** | **CELFYDDYDAU
YMDROCHOL**

AUDIENCE SURVEY GUIDANCE AND QUESTIONNAIRE BANK



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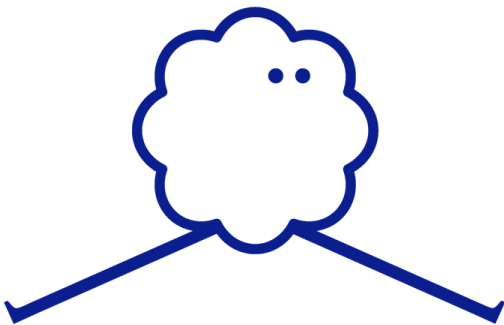
Introduction

There are many different approaches to surveying your audiences. Here, I have collated some example questions that may be useful for you and your Immersive Arts project.

These are likely to need amending to be relevant to your specific project, but hopefully this is a helpful starting point.

We would not recommend using all the questions here – too onerous for the person filling it in, and for you analysing the responses.

We have found that demographic information plus 4 – 8 well-chosen questions can give you valuable insight into how audiences are responding to your work, although of course this is up to you.

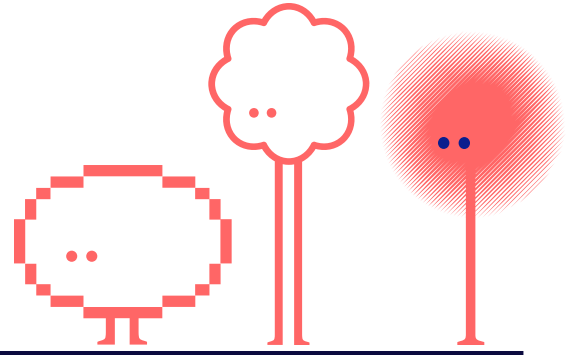


Glossary:

Blue pull out boxes will be used to explain any terminology used in this resource

Also see See [Immersive Words](#)

AUDIENCE SURVEY GUIDANCE AND QUESTIONNAIRE BANK

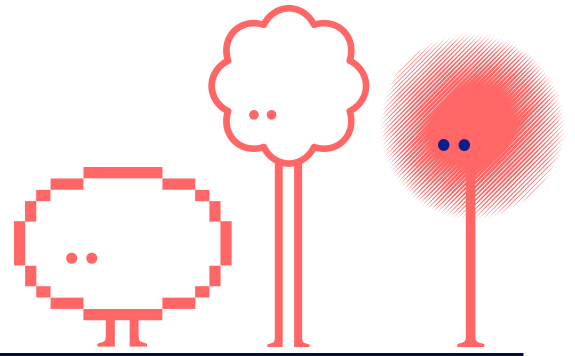


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Top Tips

- Think through what you want to know about/from your audience and why you are asking these questions.
- Consider what you will do with the feedback you receive – do you want statistics or more open written answers?
- Try to keep questionnaires focused and short – we recommend demographic information plus 4 – 8 well-chosen questions.
- Use plain, simple language where possible.
- Keep questions open, rather than leading the respondent towards a particular answer.
- You can't cover everything! It's always useful to have a final question that says, 'is there anything else you would like to tell us about your experience', this way you find out things that you didn't think to ask.
- Add a thank you somewhere in your questionnaire.

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Platforms

There are several platforms that you can use to help you create questionnaires including Survey Monkey, Google Forms and Microsoft Forms, it is worth experimenting to see which works for you.

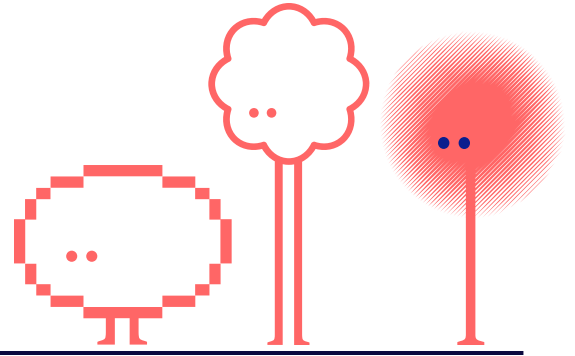
I use Microsoft Forms, as I like the way it populates the data into useful charts, visuals and word clouds.

Types of Question Responses

There are also several ways to generate different types of feedback responses - you can choose to ask scaled questions - this could be a numerical scale or strongly agree to strongly disagree, which gives you statistical data, multiple choice or freeform open written responses.

There are pros and cons to each - I generally use a mixture to allow for the results to be used for a range of purposes.

AUDIENCE SURVEY GUIDANCE AND QUESTIONNAIRE BANK



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Topics you may want to consider

Demographics: Demographic data helps us to understand who is, and who and is not currently connecting with the work. This data can also be useful and required by funders.

Prior Experience: have they experienced your work before, what experience do they have with your artform, immersive experiences?

Overall User-Experience: onboarding/offboarding, navigation, flow and transitions, levels of immersion, technical glitches or unclear prompts, accessibility features.

Artistic Features: sound design, movement, imagery, text etc.

Artistic Interpretation: narrative, themes, how did it make them feel? What were they drawn to? How would they describe it to others?

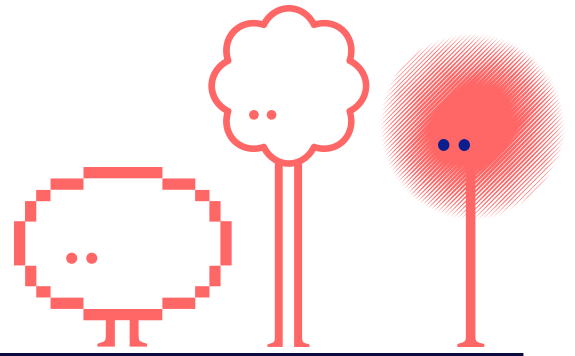
Marketing and Ticketing: How well did your marketing materials communicate the work? What about info about ticket prices and the best places audiences may want to experience your work.

Glossary:

***Onboarding:** Helping the audience get ready for the experience. This might include giving safety instructions, showing controls, or setting the scene.*

***Offboarding:** Helping the audience come out of the experience. This may include a reflection space to decompress before returning to daily activities.*

AUDIENCE SURVEY GUIDANCE AND QUESTIONNAIRE BANK



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Demographics: Demographic data helps us to understand who is, and who and is not currently connecting with the work. This data can also be useful and required by funders.

Q. Please tell us a bit about yourself so we can understand our audience composition. We want our work to be as accessible as possible.

Q. What country are you based in? England, Northern Ireland, Scotland, Wales, Prefer not to say

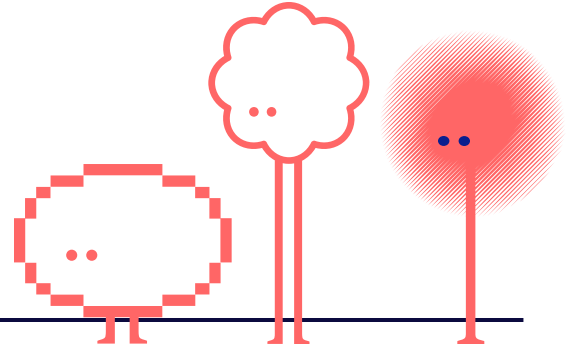
Q. What is your age? 18-24, 25-34, 35-44, 45-54, 65-69, 70+, Prefer not to say

Q. How do you describe your ethnicity?

Q. What is your gender: Genderqueer, Male, Female, Non-binary, Prefer not to say, Other

There are additional demographic questions that could be added such as, religion, disability, occupation. Please see [Example Microsoft Forms Survey](#) for further categories/examples.

AUDIENCE SURVEY GUIDANCE AND QUESTIONNAIRE BANK



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Prior Experience

Q. Have you experience work by [name of artist] before?

Q. How familiar are you with [artform]?

Never experienced before, Experienced, but not in the last year, Experienced in last year, Experienced recently (last 3 months), Experienced frequently (more than once in last 3 months).

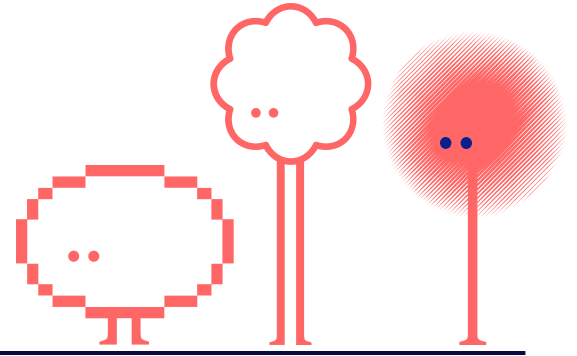
Q. How familiar are you with immersive experiences (e.g. escape rooms, interactive theatre, Virtual / Augmented Reality)?

Never experienced before, Experienced, but not in the last year, Experienced in last year, Experienced recently (last 3 months), Experienced frequently (more than once in last 3 months).

Q. Do you have access to [technology] at home, work or school?

Q. Before experiencing the artwork, what were your expectations?

AUDIENCE SURVEY GUIDANCE AND QUESTIONNAIRE BANK



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Overall User-Experience

These questions could be **scaled questions** (numerical scale or 'strongly agree' to 'strongly disagree') or **freeform written answers**, depending on the detail you need and if this is user-testing or the final presentation:

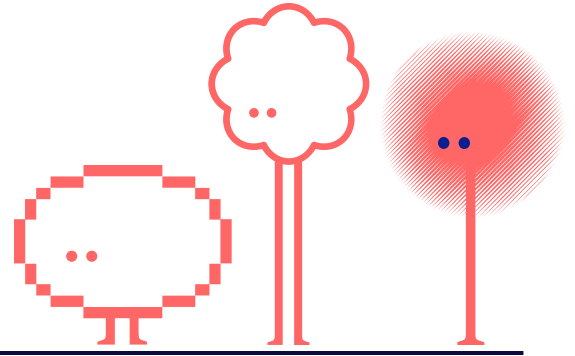
For example:

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I felt physically comfortable during the experience					

If you choose to use a scale, you will need to word your questions as statements and ask respondents to tell you how much (e.g. on a scale of 1 to 5) or to what extent they agree with those statements.

If you choose freeform written answers, you can ask more open questions.

AUDIENCE SURVEY GUIDANCE AND QUESTIONNAIRE BANK



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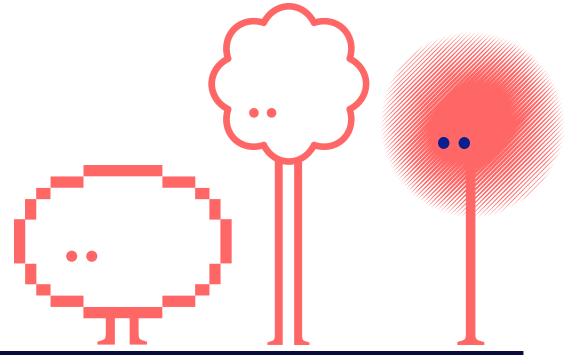
Some questions (Q) and statements (S) that we have used in the past:

- Q. How clear were the instructions you were given before the experience?
- Q. How clear were the instructions during the experience?
- Q. Was it clear when the experience had ended?
- Q. Where there any moments where you felt lost or unsure what to do?
- Q. How physically comfortable did you feel during the experience?
- Q. Did you experience any technical issues during the experience?

The following questions very much relate to the specifics of your experience.

- Q. How did you choose to explore the immersive environment? (seated, standing, moving around).
 - Q. To what extent did you feel in control of your navigation during the experience?
 - Q. Did you feel you could change or impact the experience through your actions?
 - Q. Did you feel like you were part of a shared audience experience?
 - S. It was easy to get in and out of the experience
 - S. There were technical problems during the experience
 - S. I found the experience interesting
 - S. I found the experience enjoyable
 - S. The experience was designed for people like me
 - S. The experience was emotional for me
 - S. I felt connected to other people in the experience
-

AUDIENCE SURVEY GUIDANCE AND QUESTIONNAIRE BANK



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Immersion/Senses/Presence

Q. To what extent did you lose track of time within the experience?

Q. How aware of your physical body did you feel within the experience?

Q. How aware of the physical space were you within the experience?

Q. How immersed did you feel?

Q. Was there anything that you feel inhibited your sense of immersion/presence e.g. made you more aware of the physical world?

Q. To what extent did you feel this was a multi-sensory experience?

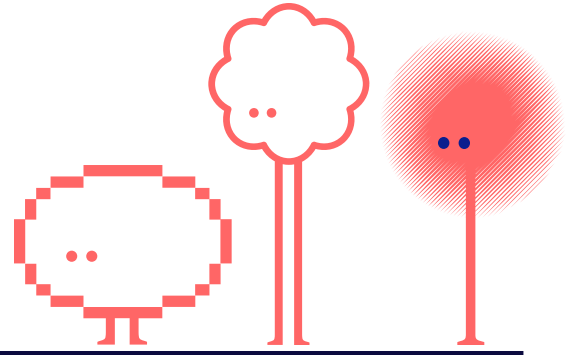
Q. Which senses do you feel were most engaged within this experience?

Glossary:

Presence: The feeling of really being inside the experience. A strong sense of presence helps people feel more involved.

Immersion: at its core is a sense of being deeply engaged and absorbed 'in' the story world.

AUDIENCE SURVEY GUIDANCE AND QUESTIONNAIRE BANK



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Artistic Features / Artistic Interpretation

Q. Can you tell me about your experience of the [sound design, movement, performance, script, visual imagery]?

Q. Which elements of the [sound design, movement, performance, script, visual imagery] engaged you most?

Q. Can you sum up the themes of the work using three separate words?

Q. Can you describe the work in a sentence?

Q. Do you think the experience had a narrative?

Q. To what extent did you feel part of the narrative during the experience?

Q. How much did you feel you were part of the immersive experience?

Q. What was your favourite thing about this work?

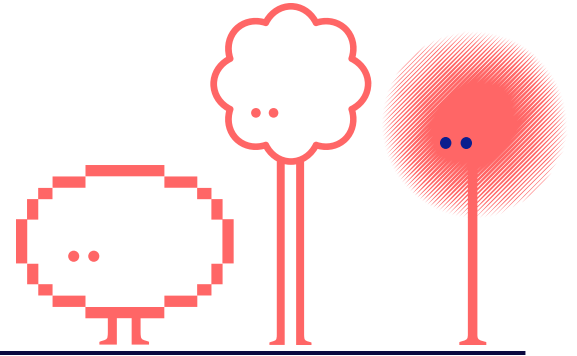
Q. What was your least favourite thing about this work?

Q. How did you feel about the length of the work?

Too short, too long, just right.

Q. Anything else you would like to tell us about the artistic elements of the work?

AUDIENCE SURVEY GUIDANCE AND QUESTIONNAIRE BANK



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Finally

Q. Is there anything else you would like to tell us about your experience?

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

Add a 'Thank you for your time completing this survey'.

