Question bank

Below is a set of questions that may be suitable to use with public audiences for public engagement events. Questions should be used or adapted to measure the extent to which the aims and objectives or the event have been achieved.

Respondents should be able to complete the evaluation anonymously and the inclusion of demographic and personal information should be optional and at the end. Personal data about gender, sexual orientation and ethnicity etc should only be requested when there is a definite justification for doing so. Do not collect data that is not useful or just in case it might be needed.

Objective	Question	Response
Event rating	1. I thought the event was	☺ ☺ ☹
	2. I thought the event was… Or 3. What was your impression of the event you just attended? Or 4. What is your overall impression of the [name of event/festival]?	(Please tick) Very good, good, neutral, poor, very poor, no opinion
	5. How much did you enjoy today's event?	A lot, a bit, did not enjoy it
Awareness of subject at the start	6. How aware were you of the [subject] before you attended the event? (Tick one box)	Very aware, Quite aware, Slightly aware, Not aware at all
Motivation for attending	7. Why did you come to Sheffield or to the event today?	With multiple choice options
	8. What made you decide to attend [name of event/festival]?	I thought it would be enjoyable, I thought I could learn something new, I was interested in hearing the speaker, I came with a friend, I know someone who is involved with the event, I was just passing and it looked interesting, I wanted to take part in the activity, etc
Awareness of event	9. How did you find out about the event(s) you attended?	List of marketing options
Learning	10. Please tell me something you learnt today.	Open text
	11. How much did you learn about [subject] at the event?	A lot of new information

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Objective	Question	Response
		A small amount of new information No new information
	12. I learnt new information or facts about [subject] at the festival.	Agree, neither agree nor disagree, disagree
Attitude / Enjoyment	13. To what extent do you agree or disagree, the event was enjoyable	Agree, neither agree nor disagree, disagree
	14. How did today make you feel about [subject]? Or 15. What was your favourite part of the day/ event? Or 16. Did you get out of the event what you had expected?	Open text
	17. What was the best thing about the event?	Open text or multiple choice options
	18. To what extent did the event meet your expectations?	It was better than I expected, It was about what I expected, It was worse than I expected, I had few or no expectations.
Impact	19. Did you find out how to do anything new, or do anything better? Or 20. What do you think you will do differently as a result of coming to the event? Or 21. How did the event affect you?	Open text or tick box options
	22. Do you think you will do any of the following as a result of attending this event?	List of tick options
	23. The festival made me want to find out more about xxx. Or 24. I am interested in finding out more about xxx I encountered/ heard/ saw at the Festival/ event.	Agree, neither agree nor disagree, disagree
Attitudes	25. Did anything about the event surprise you?	Open text or tick box options
Views about research	26. The Festival has made me think more positively about the University of Sheffield's research	A lot, a small amount, not at all
	27. This event has made me think more positively about medical research in Sheffield. Or 28. I am now more aware of what researchers and academics do. Or	Agree to disagree scale.

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Objective	Question	Response
	29. I learnt new information or facts about university research at the festival.	
	30. Have you spoken with University researchers at today's event?	Yes, no, unsure, don't know
	31. What was the most interesting thing you learnt about the University's research at the festival?	Open text
Improvements	32. How could the event be improved? 33. Was there anything you didn't like? 34. What one thing would you do to improve the event? 35. What would you do to improve the event? 36. What was the least successful part of the festival for you?	Open text
City centre vibrancy	37. To what extent do you agree or disagree Sheffield is a good place to host events like these Events like these help to show Sheffield in a good light The event meant I stayed in the city centre longer than planned The atmosphere in the city centre today is good The event has encouraged me to xxx	Agree, neither agree nor disagree, disagree
Informing people	38. Did you do any of the following having attended the event(s)?	Suggested options: Share my experience on social media (e.g. Twitter, Facebook etc), Share my experience with someone I know, Find out about other events the University is doing, Visit the University of Sheffield website, Follow the University of Sheffield or staff on Twitter, Contact the University of Sheffield about its research etc
Demographic - group size	39. Who did you come with today?	Alone, with family & non-family group (friends) & how many in group
Demographic - spend	40. Excluding any ticket price, would you mind saying how much you spent personally today on food, travel, shopping etc as part of your	£_____

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Objective	Question	Response
	visit to Sheffield? (to the nearest £, enter zero if none – exclude accommodation, but include food / travel / shopping etc)	
Gender	41. What is your gender?	Either with a blank space or the following options: Male, female, prefer not to say and prefer to self-describe (with space to write in) Male, female, non-binary and prefer not to say
Ethnicity	42. What is your ethnic group? Choose one option that best describes your ethnic group or background.	Open text or chose from a list: White, Asian/Asian British, Black/African/Caribbean/Black British, Mixed/multiple ethnic groups or other ethnic group ………………………………………..
Profiling	43. What is your postcode?	
Anything else	44. Your thoughts, good or bad. 45. What was the most thought-provoking thing about the event? 46. What was the most successful/ enjoyable part of the festival for you? 47. Please write any other comments in the box below. 48. Please let us know any other comments you might have.	Open text