

Audience travel survey questions

QUESTIONS	TIPS
<p>Audience travel can be a big source of impact for cultural venues and events. These questions will help us understand how you reach our [venue/cinema/film festival] and what we can do to lighten audience travel impacts.</p>	<p><i>Edit the example introduction sentence below to be relevant to you and the values you want to share with your audience. You could even reference your environmental sustainability plan or goal relating to audience travel.</i></p>
<p>1. <i>Option A:</i> Please tell us your full home postcode (so we can determine the distance travelled from your home to the venue)</p> <p><i>Option B:</i> Please tell us approximately how far you travelled (one-way) from your home to the [venue/cinema/location]:</p> <p><input type="checkbox"/> [Number-only entry box] <input type="checkbox"/> [Two button choice: km or miles]</p>	<p><i>For Option A, asking for postcodes gives more accurate data, but requires you to calculate the distance between the postcode and your venue using a tool like this distance postcode calculator. If you want a simpler alternative with less accuracy, use Option B.</i></p> <p><i>When calculating results for Option B, remember to double the distance (we are asking for one-way to make it easier to estimate, but you need to calculate the impact of their return journey).</i></p>
<p>2. What form of transport did you use for the longest part of your journey to the venue? Please choose one option.</p> <ol style="list-style-type: none">BicycleBoatCarLondon Overground / TubeMotorcyclePublic busTaxiTour coach / private bus / minibusTrain (excluding London Overground)Tram or other light rail / DLR / MetrolinkWalked (from home / accommodation)Prefer not to sayOther, please specify	<p><i>If you run a large film festival or event, consider adding 'Short-haul flight' and 'Long-haul flight' to reflect overseas or long-distance domestic visitors. It's helpful to understand the <u>entire</u> trip someone took to attend, not just their 'last mile' (e.g. hotel accommodation to the venue).</i></p> <p><i>You can add a clarifying question if you think flying will only be part of the reason they are travelling, e.g. 'Please estimate how much of your trip was because of this [event]' - % answer. If someone answers 50% of the trip was for the event, then you can reduce their distance (and thus emissions impact) by 50%.</i></p>