

# B:Music

## Audience Understanding Survey

Please fill out this survey if you are 18 or over (and please don't give it to another person in your party). Additional information can be found on the back or please talk to a member of our team. When completed, please return the survey to a team member **[who will give you a £5 gift voucher to say thank you]**.

**On a scale of 1 to 5, how welcome did you feel during your visit today?**

least welcome 1                      2                      3                      4                      5 most welcome

**Please describe any specific aspects of your visit that led to you feeling more or less welcome (optional)**

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**What is your ethnic group?**

Choose one option that best describes your ethnic group or background.

**Asian/Asian British**

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Asian background that's not listed, please describe:

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**Mixed/Multiple ethnic groups**

- White and Black Caribbean
- White and Black African
- White and Asian
- Mixed/Multiple ethnic background that's not listed, please describe:

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**Black/African/Caribbean/Black British**

- African
- Caribbean
- Black/African/Caribbean background that's not listed, please describe:

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**White**

- English/Welsh/Scottish/Northern Irish/British
- Irish
- Gypsy or Irish Traveller
- White background that's not listed, please describe:

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**Other ethnic group**

- Arab
- Ethnic group that's not listed, please describe:

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- Prefer not to say

**Are you D/deaf, disabled and/or neurodivergent?**

- Yes
- No
- Prefer not to say

- Prefer to self-describe \_\_\_\_\_

**PLEASE TURN OVER, MORE ON BACK** 

## What is your current or most recent occupation?

For example if you are currently a student but have/had an occupation previously, please consider that occupation.

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> <b>Clerical and intermediate occupations</b> such as: secretary, personal assistant, call centre agent, clerical worker, nursery nurse.                                                                           | <input type="checkbox"/> <b>Senior, middle or junior managers or administrators</b> such as: finance manager, chief executive, retail manager, bank manager, warehouse manager.            |
| <input type="checkbox"/> <b>Long-term unemployed</b> (claimed Jobseeker's Allowance or earlier unemployment benefit for more than a year).                                                                                                 | <input type="checkbox"/> <b>Small business owners</b> such as: corner shop owners, small plumbing companies, retail shop owner, single restaurant or cafe owner, taxi owner, garage owner. |
| <input type="checkbox"/> <b>Modern professional &amp; traditional professional occupations</b> such as: teacher, software designer, accountant, solicitor, medical practitioner, scientist, civil / mechanical engineer.                   | <input type="checkbox"/> <b>Technical and craft occupations</b> such as: motor mechanic, plumber, printer, electrician, gardener, train driver.                                            |
| <input type="checkbox"/> <b>Routine, semi-routine manual and service occupations</b> such as: postal worker, security guard, caretaker, farm worker, catering assistant, sales assistant, HGV driver, cleaner, waiter/waitress, bar staff. | <input type="checkbox"/> <b>Other</b> such as: this question does not apply to me, I don't know.                                                                                           |
|                                                                                                                                                                                                                                            | <input type="checkbox"/> <b>I prefer not to say.</b>                                                                                                                                       |
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## What is this survey intended to measure?

Outside London, Birmingham is the UK's most diverse city - just 58% of its population is described as white. The multi-cultural city also boasts the accolade of being the youngest city in Europe, where under-25s account for nearly 40% of the population. With the data from this survey we're able to look at where audiences from certain backgrounds are under-represented and then make changes to address this – through both audience development and changes to our programme.

## Will the data be anonymous?

Data collected through this survey will be entirely anonymous and will not be linked back to you in any way.

## Why are you asking about how welcome I feel here?

We want everyone who visits our venues to feel welcome, and particularly to make sure this feeling doesn't differ depending on any aspect of your background. Data from this question, when correlated to your other answers, will help us to understand whether people from certain backgrounds feel less welcome than others and then work to address this.

## Why are you asking about my ethnic group, current or most recent occupation and whether I am D/deaf, disabled or neurodivergent?

When it comes to performing arts audiences, we know that:

- Attendance at performing arts events in the UK is typically lower amongst groups which commonly experience racism than from those that don't.
- The performing arts has traditionally not been as accessible to those with a disability as to those without.
- Attendance at performing arts events in the UK is typically higher amongst more affluent members of society.

We want to ensure that we become equally accessible and relevant to all, no matter their ethnic group, disability, or socio-economic status. We'll use the data from these questions to track our progress.