

Q5. What ways did you learn about this years festival? (*Circle all applicable*)

Radio

- 1 ABC Radio
- 2 Triple J
- 3 Local radio
- 4 Other

Specify _____

Print

- 13 The AGE program insert
- 14 Street press *Specify* _____
- 15 Other *Specify* _____

Promotional Material

- 5 Avant Card
- 6 Posters
- 7 Program

Network Partners

- 16 Library *Specify* _____
- 17 University *Specify* _____
- 18 Bookstore *Specify* _____
- 19 Victorian Writers Centre

Online

- 8 MWF website
- 9 MWF email bulletin
- 10 Malthouse website
- 11 Other website *Specify* _____
- 12 Other email newsletter *Specify* _____

Other

- 20 Word of mouth
- 21 Past Experience
- 22 Other *Specify* _____

Q6. What was your main motivation for attending this year's festival? (*One answer only*)

- 1 To network with peers
- 2 To increase my knowledge
- 3 To inspire my own writing
- 4 To meet/hear from a particular writer
- 5 To enjoy a festival experience
- 6 Impulse
- 7 Other *Specify* _____

Q7. Based on the following list, which age range applies to you?

- 1 Under 17 yrs
- 2 18-24 yrs
- 3 25-34 yrs
- 4 35-44 yrs
- 5 45-54 yrs
- 6 55-64 yrs
- 7 65 and over

Q8. Do you speak any languages other than English at home?

- 1 YES
- 2 NO

Q9. Do you identify yourself as Aboriginal or Torres Strait Islander?

- 1 YES
- 2 NO

Q10a. Which of the following best describes your situation? (*One answer only*)

- | | | | |
|---|--|---|-------------------|
| 1 | Employed full time (<i>Go To Q10b</i>) | 5 | Part time student |
| 2 | Employed part time (<i>Go To Q10b</i>) | 6 | Full time student |
| 3 | Self employed | 7 | Home duties |
| 4 | Unemployed | 8 | Retired |

Q10b. Which of the following best describes the type of position you hold in your job? (*One answer only*)

- 1 Clerical/General labour
- 2 Junior management
- 3 Intermediate management
- 4 Executive/Professional
- 5 Senior management

Q11a. How would you best describe yourself from the following options? (*One answer only*)

- 1 Student/emerging/amateur/hobbyist or part-time writer
- 2 Professional writer
- 3 Reader only
- 4 Employed in the publishing industry
- 5 *None of the above* (*Go to 11 b*)

Q11b. If answered 'none of the above', do you work in any other creative industry?

- 1 YES *Specify* _____
- 2 NO

Q12. Which of the following annual income brackets best applies to you? (*One answer only*)

- 1 \$20,000 or less
- 2 \$20,000-\$39,000
- 3 \$40,000-\$59,999
- 4 \$60,000-\$79,999
- 5 \$80,000-\$99,999
- 6 Over \$100,000

Q13. What is the highest level of formal education attained? (*One answer only*)

- 1 Primary School
- 2 High School
- 3 Diploma/Advanced Diploma
- 4 University Degree
- 5 Post Graduate Degree/Masters
- 6 PhD

Q14. What is your residential postcode? (Aus)

(If resides outside Australia specify country) _____

Q15. Have you travelled to Melbourne for the sole purpose of attending this Festival?

- 1 YES *(Go to Q15)*
2 NO *(Go to Q17)*

Q16. What will be the duration of your stay in Melbourne? *(One answer only)*

- 1 Less than 1 day
2 1-3 days
3 4-6 days
4 7-14 days
5 More than 14 days

Q17. What do you estimate you will spend as part of attending the festival today?
(NOT including tickets) i.e books, food, transport, parking, child care etc.

(One answer only)

- | | |
|-----------------|---------------|
| 1 \$ 30 or less | 4 \$200-\$299 |
| 2 \$30-\$99 | 5 Over \$300 |
| 3 \$100-\$199 | |

Q18. Do you expect you will attend the festival again next year? *(One answer only)*

- 1 Definitely yes
2 Maybe
3 Definitely no

Q19. Are there any suggestions you would like to provide that may help us improve the festival experience?

THANK YOU FOR YOUR TIME

Please return your completed questionnaire by **Fax to:** 03 9645 9344
or **Post to:** Melbourne Writers Festival, Arts House, 117 Sturt Street, Southbank, VIC 3006