

**AUDIENCE SURVEY**

During your volunteer shift we would like you to help collect contact details from audience members who are willing to participate in a telephone survey about the Pride in Hull and/or LGBT50 event they have attended.

* This survey will be conducted by a company called Marketing Means.
* They will phone sometime next week and will call back at a different time if it’s not convenient.
* The data we collect through the survey will help us make the case for the impact and benefits of events like these and enables Pride in Hull, Hull City of Culture and other organisations in the city to apply for further funding to put on more events in the future.
* Please encourage as many audience members to participate as possible (though some may have already submitted their contact details at other events this week already for the same survey).
* If audience members are willing to participate, please ask them to fill in their details on a postcard.
* At the end of the shift return all the postcards (completed or unused) when you sign out.