Template

# Sample survey using a mixed method research approach

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| 1. Company Name |
| 1. Organisation type |
| 1. Contact name |
| 1. Number of employees: |
| 1. Number of Christmas events/ conferences/weddings organised in Kilkenny per annum:  |  | | --- | |  |   **Over 100**   |  | | --- | |  |   **50-100**   |  | | --- | |  |   **20-50**   |  | | --- | |  |   **Under 20** |
| 1. Would you be interesting in holding/organising Christmas Events at *Jerpoint Abbey*   **Yes definitely Probably Maybe No opinion Probably not Definitely not** |
| 1. How interested would you be in using *Jerpoint Abbey* as a venue for conferences/other events?   **Very interested Interested Fairly interested No opinion Not interested** |
| 1. What type of events do you think this would mostly be?   **Conferences/meetings Weddings Christmas Parties Private Parties Other events** |
| 1. What is peak season in the year for the events you cater for and what months would you expect full diary access?   **Jan-March April –June July-September October-December** |
| 1. Being appointed a sole catering supplier for this venue a pre- requisite for you? Please indicate your answer to the set statement on a scale of 1-5, where 1 means strongly agree and 5 means strongly disagree   **1 2 3 4 5** |
| 1. Being appointed a preferred catering supplier for this venue a pre- requisite for you? Please indicate your answer to the set statement on a scale of 1-5, where 1 means strongly agree and 5 means strongly disagree   **1 2 3 4 5** |
| 1. Being one of a number of catering suppliers to the venue would be acceptable? Please indicate your answer to the set statement on a scale of 1-5, where 1 means strongly agree and 5 means strongly disagree   **1 2 3 4 5** |
| 1. Do you currently have a similar supplier status with any other venues?   **YES/NO** |
| 14. Would you be prepared to conduct site visits and sales appointments at the venue with potential clients?  **YES/NO** |
| 15. Would you be able to use your own transportation to bring the food, crockery and cutlery to the site and away after the event?  **YES/NO** |
| 16. Do you have your own power supply/generator?  **YES/NO** |
| 17. Would you be prepared to submit a full tender document to pitch for exclusive use of this venue to *Kilkenny Heritage* at the next stage?  **YES/NO** |
| 18. Would you be prepared for me to contact you by telephone to discuss any aspect of this form further?  **YES/NO** |
| 19. How would you propose to market the venue and what (if any) marketing and operational investment would you be prepared to offer to promote this venue? |
| 20. What venue hire charge do you think might be reasonably to ask for exclusive use of the venue? |
| 21. Would you prefer to pay Kilkenny *Heritage* a fixed annual fee for provision of exclusive catering services at the venue or a commission on any catering sales generated? |
| 22. What potential challenges/obstacles could you envisage for this project? |
| 23. Could you offer any suggestions/recommendations for dealing with these potential challenges? |
| 24. When would be the best time to contact you at on what contact number? |
| 25. Any additional comments? |

The first few questions in the sample survey, 1-5 are designed to find out *demographical* information about the respondents, so that the researcher can assess whether they have a sufficiently widespread and representative sample.

**Questions 6 -9** allow the respondent state their opinion or viewpoint more precisely, using a *Likert scale* of fixed comments.

**Questions 10-12** use a *semantic differential scale* to allow the respondent to rate the set statement on a scale of 1-5, where 1 means strongly agree and 5 means strongly disagree

**Questions 13-18** are closed questions which require, only a yes or no answer

**Questions 19-25** are open ended questions which are suitable for qualitative research, to gauge the respondent’s comments, to look for key themes and any hidden meanings or patterns.