



THE VANCOUVER INSTITUTE

Questionnaire

To better understand our audiences and learn more about our members' preferences and areas of interest, the Vancouver Institute has created this questionnaire. It will take just a few minutes to complete, and we sincerely appreciate your time and feedback.

1. How did you hear about THE VANCOUVER INSTITUTE?

Please select all that apply

- I have attended lectures in past years.
- Heard from a friend or family member
- Through advertising (e.g., Facebook, newspaper ads, mailing list etc.)
- Other *(please specify)* _____

2. I've seen the Vancouver Institute lectures advertised on:

Please select all that apply

- Email mailing list Print ads in the Vancouver Sun Facebook
- Other *(please specify)* _____

3. How often do you attend our lectures? *Please select one*

- Every week Once or twice a month Occasionally

4. Do you plan to attend more lectures in the future?

- Yes No

5. Do you currently have a membership to the Vancouver Institute?

- Yes No

6. If not, would you consider purchasing a membership?

- Yes No

7. Would you attend the lectures if the time were changed to 7:15 pm instead of 8:15 pm?

- Yes No

8. Which past lectures were your favourites?

9. What types of speakers/topics would you be interested in seeing in the future?

Please specify

10. Do you have any other comments or suggestions for the Institute?

Please specify

Please return your completed survey to the front desk before a lecture or mail it to:

**The Vancouver Institute
c/o The Global Reporting Centre
6388 Crescent Road,
Vancouver, BC V6T 1Z2**