



Visitor Survey: [*EVENT*])
(PAGE 1 & 4 ARE MUST HAVE QUESTIONS)

Introduction

Hello, my name is _____. I work for _____, a market research institute in _____. We were asked to survey visitors of the [*EVENT*] on behalf of Bayer AG. We are interested in finding out your opinion on the [*EVENT*] you just visited. This survey is conducted with more than hundred persons who are selected randomly. All data collected will be handled strictly confidential and will only be evaluated anonymously for statistical purposes.

QUESTION 1 – 5 = MUST HAVE

Please rate this statement on a scale from 0 to 10, 0 meaning "I do not agree at all" and 10 meaning "I totally agree".	do not agree at all										totally agree ¹	don't know
Live response	0	1	2	3	4	5	6	7	8	9	10	99
The visit to the [*EVENT*] was well worth it for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate this statement on a scale from 0 to 10, 0 meaning "I do not agree at all" and 10 meaning "I totally agree".	do not agree at all										totally agree	don't know
Brand response	0	1	2	3	4	5	6	7	8	9	10	99
I have a high opinion of Bayer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If time permits, ask questions 3-5, otherwise go to sociodemographics (if needed and appropriate)

3. What did you like about your visit to the [*EVENT*]?

4. Was there something you didn't like? What could have been done better?

5. How did you hear about the [*EVENT*]? [only for public events / events without personal invitation]

¹ Note: For internal respondents, the established 5-point scale can be adapted. However, it sacrifices information value: for example, 4 can mean either "very good, but not perfect" or "slightly above average".



MUST HAVE

I would like to ask you some final questions about your person. Your statements help us to compare the opinions of different groups.

A. Gender. [interviewer: don't ask]	<input type="radio"/>	male
	<input type="radio"/>	female

B. To which age-group do you belong?	<input type="radio"/>	Younger than 20 years
	<input type="radio"/>	21 to 30 years
	<input type="radio"/>	31 to 40 years
	<input type="radio"/>	41 to 50 years
	<input type="radio"/>	51 to 60 years
	<input type="radio"/>	61 to 70 years
	<input type="radio"/>	71 to 80 years
	<input type="radio"/>	Older than 80 years
	<input type="radio"/>	No Answer

C. Are you or is one of your relatives an employee of Bayer?	<input type="radio"/>	yes
	<input type="radio"/>	no
	<input type="radio"/>	No Answer

D. Do you belong to one of these professions?²	<input type="radio"/>	doctor
	<input type="radio"/>	pharmacist
	<input type="radio"/>	farmer
	<input type="radio"/>	pupil/student
	<input type="radio"/>	(university) teacher
	<input type="radio"/>	No Answer

Thank you for taking part in this survey.

² Note: To compare the perceptions of stakeholder groups defined in the LCI (employees/family, customers/general public, investors, media representatives, NGOs/external stakeholders, politicians), categories could be added/redefined.