

WELCOME

Many thanks for watching FLOOD: TO THE SEA (PART 3) on BBC TWO.

This questionnaire will be used to see what you thought of the production, to help us understand what we're doing well, and where improvements need to be made in the future.

We're also keen to understand a little bit more about the audiences for Flood, so we can measure the effectiveness of the marketing and outreach activities we have undertaken.

It should take approximately 10-15 minutes to complete.

Please be assured that all responses provided to this questionnaire are anonymised for the purposes of evaluation and treated with the strictest confidence. No names will be assigned to the results. Please be completely honest in your replies. Hull 2017 and all evaluation partners adhere to the Market Research Society's Code of Conduct and follow the data protection principles set out in the Data Protection Act 1998.

By taking part you can also enter the free prize draw to win an 'exclusive Hull 2017 prize bag' by completing the questionnaire.

Please complete the questionnaire by noon (GMT) on 18 August.

FLOOD: TO THE SEA

* 1. Which of the following best describes how you watched FLOOD: TO THE SEA (PART 3) on the BBC?

- I watched FLOOD: TO THE SEA (PART 3) live on the BBC
- I watched FLOOD: TO THE SEA (PART 3) on BBC iPlayer after the live broadcast
- I watched FLOOD: TO THE SEA (PART 3) live on the BBC and on BBC iPlayer after the live broadcast
- I didn't watch FLOOD: TO THE SEA (PART 3)

FLOOD - PARTS 1 & 2

* 2. Did you watch FLOOD: FROM THE SEA (PART 1), the short film launched online and screened in an airstream caravan at various locations around Hull in February 2017?

- Yes, I watched FLOOD: FROM THE SEA (PART 1) online
- Yes, I watched FLOOD: FROM THE SEA (PART 1) in the airstream caravan that toured Hull
- Yes, I watched FLOOD: FROM THE SEA (PART 1) online and in the airstream caravan that toured Hull
- No, I did not watch FLOOD: FROM THE SEA (PART 1)

* 3. Did you watch FLOOD: ABUNDANCE (PART 2), the live play performed in Victoria Dock, Hull in April 2017?

- Yes
- No

WHY DID YOU WATCH?

* 6. What was your main reason for watching FLOOD: TO THE SEA (PART 3) on the BBC?

(Please select one answer only)

- Because it's part of Hull UK City of Culture 2017
- Because I regularly watch / attend Slung Low productions
- It's a unique experience not to be missed
- General interest in this type of broadcast
- Wanted to see / do something creative
- Specific interest in the actors involved (please specify which artists below)
- Getting involved in what's happening in Hull
- Trying something new or different
- It's affordable / good value
- Something to watch with friends / family
- Something to watch with the kids
- No particular reason / someone else's idea
- Other (please specify below)
- Please specify artists of interest OR other motivation below:

LOCATION

* 7. Were you aware that FLOOD: TO THE SEA (PART 3) is part of Hull UK City of Culture 2017?

Yes

No

* 8. **Have you been to, or are you planning to attend or take part in other events and activities programmed for Hull UK City of Culture 2017?**

Yes

No

Not sure

* 9. Were you aware that FLOOD: TO THE SEA (PART 3) was broadcast live from Hull?

Yes

No

* 13. On a scale of 0 – 10, where '0' is 'Not at all' and '10' is 'Completely', to what extent has watching Flood: To the Sea (Part 3) on the BBC made you to want to attend live theatre performance(s) in the next 12 months?

Not at all										Very likely	N/A or Don't know
0	1	2	3	4	5	6	7	8	9	10	
<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"/>

14. What were your main thoughts and feelings after watching FLOOD: TO THE SEA (PART 3) on the BBC?

15. What did you most like or dislike about watching a live theatre performance on television?

16. Please share any further comments you have about FLOOD: TO THE SEA (PART 3) below:

* 17. Since watching FLOOD: TO THE SEA (PART 3), have you discussed the broadcast with friends, family and / or others?

Yes No

CREATING DISCUSSION

18. You stated that you have discussed FLOOD: TO THE SEA (PART 3) with friends, family and / or others. Would you mind sharing a summary of the types of things you discussed in the box below:

MARKETING

The following questions will help us to better understand how effective our communications were with you about the event.

*** 19. How did you find out about FLOOD: TO THE SEA (PART 3)?**

(Please tick **all** that apply)

- Friends/family/colleagues - told me in person
- Friends/family colleagues – via social media / email
- www.hull2017.co.uk
- www.bbc.co.uk
- Other website (please specify)
- Hull 2017 Facebook / Twitter / Instagram / Youtube / Flickr / e-newsletter
- BBC Facebook / Twitter / Instagram / Youtube / Flickr
- Other organisation Facebook / Twitter / Instagram / YouTube / Flickr (please specify)
- Advertising and printed promotional material (e.g. brochure, leaflet, flyer, billboard, poster)
- Newspaper
- Performance Live Trailer on BBC TV
- TV
- Radio
- Don't remember
- Other (please specify)

Where applicable, please specify other organisation social media / website / other publicity source

ABOUT YOU & YOUR GROUP

The following information is to enable us to better understand our audiences, and determine how effective we are in reaching a broad and diverse number of people. Please be assured that this information will be treated sensitively. It will remain completely anonymous and will not be linked to any individual.

20. What is your post code? (if you live outside the UK, please enter country of residence)

(This will be used for evaluation purposes only, to map audiences for our project)

* 21. Which of the following best describes your employment status?

(Please select **one** answer only)

- | | |
|--|---|
| <input type="radio"/> Employed / working full or part time | <input type="radio"/> Unable to work |
| <input type="radio"/> Self-employed | <input type="radio"/> Retired |
| <input type="radio"/> Unemployed | <input type="radio"/> Student |
| <input type="radio"/> On a government scheme for employment training | <input type="radio"/> Prefer not to say |
| <input type="radio"/> Looking after family / home | |

* 22. How do you define your gender?

(Please select **one** answer only)

- | | |
|--|---|
| <input type="radio"/> Male | <input type="radio"/> Gender non-conforming |
| <input type="radio"/> Female | <input type="radio"/> Prefer not to say |
| <input type="radio"/> Transgender | |
| <input type="radio"/> Other (please specify) | |

* 23. How would you describe your ethnic background?

(Please select **one** answer only)

- White:** English/Welsh/Scottish/Northern Irish/British
- White:** Irish
- White:** Gypsy or Irish Traveller
- White:** Polish
- White:** Any other white background (write in box below if you wish)
- Mixed/multiple ethnic groups:** White and Black Caribbean
- Mixed/multiple ethnic groups:** White and Black African
- Mixed/multiple ethnic groups:** White and Asian
- Mixed/multiple ethnic groups:** Any other Mixed/multiple ethnic background (write in box below if you wish)
- Asian/Asian British:** Bangladeshi
- Asian/Asian British:** Indian
- Asian/Asian British:** Pakistani
- Asian/Asian British:** Chinese
- Asian/Asian British:** Any other Asian background (write in box below if you wish)
- Black/African/Caribbean/Black British:** African
- Black/African/Caribbean/Black British:** Caribbean
- Black/African/Caribbean/Black British:** Any other Black/African/Caribbean background (write in box below if you wish)
- Other:** Arab
- Other:** Any other ethnic background (write in box below if you wish)
- Prefer not to say
- Please specify in this box if you wish:

* 24. Which of the following age groups do you fall into?

(Please select **one** answer only)

- | | | |
|-------------------------------------|-----------------------------------|---|
| <input type="radio"/> Under 6 years | <input type="radio"/> 25-29 years | <input type="radio"/> 55-59 years |
| <input type="radio"/> 6-10 years | <input type="radio"/> 30-34 years | <input type="radio"/> 60-64 years |
| <input type="radio"/> 11-15 years | <input type="radio"/> 35-39 years | <input type="radio"/> 65-69 years |
| <input type="radio"/> 16-17 years | <input type="radio"/> 40-44 years | <input type="radio"/> 70-74 years |
| <input type="radio"/> 18-19 years | <input type="radio"/> 45-49 years | <input type="radio"/> 75+ years |
| <input type="radio"/> 20-24 years | <input type="radio"/> 50-54 years | <input type="radio"/> Prefer not to say |

*** 25. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?**

Yes - limited a lot

No

Yes - limited a little

Prefer not to say

26. How many people, including yourself, watched FLOOD: TO THE SEA (PART 3) on the BBC?
(please enter in a numerical format, i.e. 2, as opposed to text format 'two')

27. Including yourself, how many people were there in the group in each of the following age categories?

(If you do not know, please leave blank)

0-2 years

3-5 years

6-10 years

11-15 years

16-17 years

18-19 years

20-24 years

25-29 years

30-34 years

35-44 years

45-54 years

55-64 years

65-74 years

75+ years

Prefer not to say

AND FINALLY...

*** 28. Would you be happy for Hull 2017, the University of Hull or their official evaluators to contact you to take part in future research?**

Yes

No

*** 29. Would you like to be entered into the free prize draw to win Hull 2017 official merchandise?**

Yes

No

CONTACT DETAILS

You previously stated that you would be happy for Hull 2017, the University of Hull or their official evaluators to contact you to take part in future research and / or that you would like to be entered in the free prize draw. In order for us to be able to do this, please provide your name below, along with an email address and / or telephone number. We will not use this information for any other purposes than those you opt into.

*** 30. Name:**

31. Email address:

32. Telephone number: