### **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 (PART 3)
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: 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

FL	LOOD: TO	O THE S	SEA (P	ART 3)								
FL	_OOD - P	ARTS 1	L & 2 (C	ONTINI	JED)							
t,		FROM T	HE SEA	(PART	1) and /	or FLOO	D: ABU	NDANCE			lid watchin ence your	g
	Not at all 0	1	2	3	4	5	6	7	8	9	Completely 10	Don't know

FLOOD: T	O THE S	SEA (PA	ART 3)								
FLOOD -	PREVIO	JS PAR	TS (COI	NTINUE	D)						
	result of v ery unlike L) online a	ly' and '1	LO' is 'Ve	ry likely'	, how lik	ely are y	ou to w	atch FLC	OOD: FR		
Very unlikely 0	1	2		_	_		7	8	9	Very likely 10	Don't know

# WHY DID YOU WATCH?

) B	ecause it's part of Hull UK City of Culture 2017
В	ecause I regularly watch / attend Slung Low productions
lt'	s a unique experience not to be missed
G	eneral interest in this type of broadcast
W	/anted to see / do something creative
S	pecific interest in the actors involved (please specify which artists below)
G	etting involved in what's happening in Hull
Ti	rying something new or different
lt'	s affordable / good value
S	omething to watch with friends / family
S	omething to watch with the kids
N	o particular reason / someone else's idea
0	ther (please specify below)
Р	lease specify artists of interest OR other motivation below:

FLOOD: TO THE SEA	(PART 3)	
LOCATION		
* 7. Were you aware th	at FLOOD: TO THE SEA (PART	3) is part of Hull UK City of Culture 2017?
Yes		No No
	or are you planning to attend II UK City of Culture 2017?	or take part in other events and activities
Yes	○ No	Not sure
* 9. Were you aware th	at FLOOD: TO THE SEA (PART	3) was broadcast live from Hull?
Yes		) No

FL	OOD: TO THE SEA (PART 3)						
FL	OOD AND HULL						
	10. <b>How far would you disagree or agree</b> (Please select <b>one</b> option only for each sta		following	statement	s?		
	'FLOOD: TO THE SEA (PART 3)	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	N/A or Don't know
	has showed me that there is more to Hull than I expected'						
	made me look at Hull in a different way'						
	made me think more positively about Hull'						

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FLOOD: TO THE SEA (PA	K I 51

# REACTION TO FLOOD: TO THE SEA (PART 3)

* 11. On a scale of 0-10, where '0' is 'Strongly disagree' and '10' is 'Strongly agree', how much
would you disagree or agree with the following statements about FLOOD: TO THE SEA (PART
3)?

(Please select **one** option only for each statement)

	Strongly disagree 0	1	2	3	4	5	6	7	8	9	Strongly agree 10
It was an interesting idea											
It was well produced and presented				$\bigcirc$				$\bigcirc$			
It was different from things I've experienced before											
It was thought-provoking		$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
It was absorbing and held my attention											
I would come to something like this again				$\bigcirc$	$\bigcirc$		$\bigcirc$	$\bigcirc$			
It is important that it's happening in Hull											
It has something to say about the world in which we live											
It was well thought through and put together											
12. Flood: To the Sea (Part 3) is Battersea Arts Centre and the E Having watched Flood: To the S and '10' is 'Very likely', how like	BBC - whi	ch ain 3) on	ns to b the BE	ring in 3C, on	novativ a scal	ve thea	atre to - 10, v	televis vhere '	ion. 0' is '\	/ery ur	
Very unlikely 0 1 2 3	4		5	6		7	8	9		Very ikely 10	N/A or Don't know
0 0 0 0		)							)		

Not at all 0  14. What withe BBC?  15. What d	1 vere you	nost lik	ke or dis		eelings a	fter watc		OOD: TO			
14. What withe BBC?	rere you	r main	thought	ts and fe	eelings a	fter watc	ching FL	OOD: TO	) THE SI	EA (PAR	Т 3) с
the BBC?	id you n	nost lik	ke or dis				ching FL				
the BBC?	id you n	nost lik	ke or dis								
				like abo	ut watch	ing a live	e theatre	perforn	nance oi	n televis	ion?
16. <b>Please</b>	share a	ny furtl	her com								
16. Piease	snare a	ny turu	ner com			abaut E	. 00D. T	-O TUE (		DT 2) ba	la
				ments y	ou have	about F	LOOD: T	O THE S	SEA (PAI	RT 3) be	low:
17. Since w	_		): TO TH	IE SEA (I	PART 3),	have you	u discuss	sed the b	roadcast	with frie	nds,
Yes						No					

# FLOOD: TO THE SEA (PART 3) **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:

	$\sim$	$\supset \cap$	$T \cap$	$\sim$ $\sim$	(PART 3)
-		-1-1		$\leq$ E $\Delta$	
	-	J .		915/	$\cdots \rightarrow \cdots \rightarrow$

## **MARKETING**

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

	How did you find out about FLOOD: TO THE SEA (PART 3)? ase tick <u>all</u> 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)
Whe	re 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 outsion	
(This will be used for evaluation purposes only, to	o map audiences for our project)
21. <b>Which of the following best describes yo</b> u (Please select <u>one</u> answer only)	ır employment status?
Employed / working full or part time	Unable to work
Self-employed	Retired
Unemployed	Student
On a government scheme for employment training	Prefer not to say
Looking after family / home	
22. How do you define your gender?	
(Please select <u>one</u> answer only)	Conder non confermina
Male	Gender non-conforming  Prefer not to say
Female  Transgender	Fieler flot to say
Other (please specify)	
Other (please specify)	

(Please select <u>one</u> answe	er only)	
White: English/Welsh/Sco	ttish/Northern Irish/British	
White: Irish		
White: Gypsy or Irish Trav	veller	
White: Polish		
White: Any other white ba	ckground (write in box below if you wish)	
Mixed/multiple ethnic gr	oups: White and Black Caribbean	
Mixed/multiple ethnic gr	oups: White and Black African	
Mixed/multiple ethnic gr	oups: White and Asian	
Mixed/multiple ethnic gr	oups: Any other Mixed/multiple ethnic ba	ckground (write in box below if you wish)
Asian/Asian British: Ban	gladeshi	
Asian/Asian British: India	an	
Asian/Asian British: Pak	istani	
Asian/Asian British: Chir	nese	
Asian/Asian British: Any	other Asian background (write in box belo	ow if you wish)
Black/African/Caribbean	/Black British: African	
Black/African/Caribbean	/Black British: Caribbean	
Black/African/Caribbean	/Black British: Any other Black/African/C	aribbean background (write in box below if you wish
Other: Arab		
Other: Any other ethnic ba	ackground (write in box below if you wish	)
Prefer not to say		
Please specify in this box	if you wish:	
24. <b>Which of the followi</b> (Please select <u>one</u> answe	ng age groups do you fall into? er only)	
Under 6 years	25-29 years	55-59 years
6-10 years	30-34 years	60-64 years
11-15 years	35-39 years	65-69 years
16-17 years	40-44 years	70-74 years
18-19 years	45-49 years	75+ years

(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  18-19 years  20-24 years  25-29 years  30-34 years  45-54 years  55-64 years  65-74 years	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 18-19 years 20-24 years 25-29 years 30-34 years 45-54 years 65-74 years 65-74 years	Yes - limited a lot	Ĺ		No		
(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  18-19 years  20-24 years  25-29 years  30-34 years  45-54 years  55-64 years  65-74 years	(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  18-19 years  20-24 years  25-29 years  30-34 years  45-54 years  55-64 years  65-74 years  75+ years	Yes - limited a litt	le	F	Prefer not to say		
categories? (If you do not know. please leave blank)  0-2 years  3-5 years  6-10 years  11-15 years  18-19 years  20-24 years  25-29 years  30-34 years  45-54 years  65-74 years  75+ years	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       55-64 years       65-74 years       75+ years					A (PART 3) on th	ne BBC?
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 65-74 years 75+ 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 45-54 years 65-74 years 75+ years	categories?			n the group in eac	:h of the followin	ıg age
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  75+ 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  65-74 years  75+ years	0-2 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	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	3-5 years					
16-17 years  18-19 years  20-24 years  25-29 years  30-34 years  35-44 years  45-54 years  65-74 years  75+ years	16-17 years  18-19 years  20-24 years  25-29 years  30-34 years  35-44 years  45-54 years  65-74 years  75+ years	6-10 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	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	11-15 years					
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25-29 years 30-34 years 35-44 years 45-54 years 55-64 years 65-74 years 75+ years	25-29 years 30-34 years 35-44 years 45-54 years 55-64 years 65-74 years 75+ years	18-19 years					
30-34 years 35-44 years 45-54 years 55-64 years 65-74 years 75+ years	30-34 years 35-44 years 45-54 years 55-64 years 65-74 years 75+ years	20-24 years					
35-44 years 45-54 years 55-64 years 65-74 years 75+ years	35-44 years 45-54 years 55-64 years 65-74 years 75+ years	25-29 years					
45-54 years 55-64 years 65-74 years 75+ years	45-54 years 55-64 years 65-74 years 75+ years	30-34 years					
55-64 years 65-74 years 75+ years	55-64 years 65-74 years 75+ years	35-44 years					
65-74 years 75+ years	65-74 years 75+ years	45-54 years					
75+ years	75+ years	55-64 years					
		65-74 years					
	Prefer not to say	75+ years					
Prefer not to say		Prefer not to say					

FLOOD: TO THE SEA (PAR	Т 3)
AND FINALLY	
* 28. Would you be happy for you to take part in future res	Hull 2017, the University of Hull or their official evaluators to contact search?
Yes	○ No
* 29. Would you like to be ent	ered 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:	