WELCOME

Many thanks for coming along to A Christmas Carol at Hull Truck Theatre.

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

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

It should take approximately 15 minutes to complete, so we recommend popping the kettle on for a cuppa. Why not treat yourself and grab a biscuit too!

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 Truck Theatre, 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.

We recognise that your time is precious and this is a big ask. All the answers you provide will be vital in measuring the impact that arts and culture has on the city. This will help us, and the arts and culture sector across Hull, make an informed case for continued investment, which in turn means we can produce and attract more shows like this in future.

Please complete the questionnaire by noon (GMT) on Sunday 21 Jan.

YOUR EXPERIENCE

- * 1. What was your <u>main</u> reason for attending 'A Christmas Carol'? (Please select one answer only)
 - Because it's part of Hull UK City of Culture 2017
 - Because I'm a regular attender of Hull Truck Theatre
 - It's a unique experience not to be missed
 - General interest in this type of event
 - Wanted to see / do something creative
 - Specific interest in the actors / artists involved (please specify which artists below)
 - Getting involved in what's happening
 - Trying something new or different
 - Something to do while I'm in Hull on business
 - 📄 It's affordable / good value
 - Something to do with friends / family
 - Something to do with the kids
 - Interested to find out more about Hull
 - No particular reason / someone else's idea
 - 🔵 I was in town anyway

'A Christmas Carol...

Please specify artists of interest OR other motivation below:

* 2. How far would you disagree or agree with the following statements?

(Please select one option only for each statement)

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
gave everyone the chance to share and celebrate together'		\bigcirc	\bigcirc	\bigcirc	0
was an enjoyable experience'	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
made me feel more connected with the stories of Hull and its people'	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
showed me that there is more to Hull than I had expected'	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
gave me the opportunity to interact with other people who I wouldn't have normally interacted with'	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc

cperienced before Image: Constraint of the con	as well produced and presented as different from things I've erienced before as thought-provoking as absorbing and held my attention puld come to something like this in important that it's happening here tull) important that it's happening here tull in which we live as well thought through and put ether as well thought through and put ether Carol' have you, or do you plan to do, any of the following? Read Otherles Dickens novel 'A Christmas Carol' Read Other works by Charles Dickens Other (please specify)	Aras well produced and presented Aras well produced and presented Aras different from things I've Prefinenced before Aras absorbing and held my attention Aras absorbing to say about the Hull) Aras well thought through and put ether Aras well thought through and put ether Aras well thought through and put ether Aras absorbing and put ether Aras well thought through and put ether Aras well thought through and put ether Aras bickens novel 'A Christmas Carol' have you, or do you plan to do, any of the following? Read Other works by Charles Dickens Dither (please specify)	was well produced and presented was different from things I've perienced before was thought-provoking was absorbing and held my attention was absorbing to say about the orid in which we live was well thought through and put gether Since attending 'A Christmas Carol' have you, or do you plan to do, any of the following? Read Charles Dickens novel 'A Christmas Carol' Read other works by Charles Dickens Other (please specify)		Strongly disagree 0	1	2	3	4	5	6	7	8	9	Strongly agree 10
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				Read Charles Dickens novel 'A Chr Read other works by Charles Dicke Other (please specify)	istmas Caro	ol'								ing?	

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

* 6. How did you find out about 'A Christmas Carol'? (Please tick <u>all</u> that apply)

Friends/family/colleagues - told me in person
Friends/family colleagues – via social media / email
Hull 2017 Volunteer - told me or via social media / email

www.hulltruck.co.uk

www.hull2017.co.uk
Other website (please specify)

Hull Truck Theatre Facebook / Twitter / Instagram / Youtube / Flickr / Linkedin / e-newsletter

Hull 2017 Facebook / Twitter / Instagram / Youtube / Flickr / e-newsletter

Other organisation Facebook / Twitter / Instagram / YouTube / Flickr (please specify)

Advertising and printed promotional material (e.g. brochure, leaflet, flyer, billboard, poster)

Newspaper

TV

Radio	

Don't remember Other (please specify)

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

* 7. In the last 12 months have you attended an event at Hull Truck Theatre?

O Yes

O No

On't remember

WHERE ARE YOU FROM?

The following questions help us understand where you have travelled from, and if you are a visitor what attracted you to Hull, how satisfied you are with your visit, and how your visit has impacted upon the city.

* 8. Do you live in Hull?

O Yes

O No

HULL RESIDENT	S		
	o, or are you planning to attend or ta ull UK City of Culture 2017?	ake part in other events and activitie	s
Yes	O No	O Not sure	

* 10. Was your visit to the City Centre on the day you attended 'A Christmas Carol' mainly, partly or not at all due to the event? Mainly Partly Not at all * 11. During this visit to Hull, how many other arts and cultural events / activities have you attended or taken part in, or do you plan to attend or take part in? (Other arts and cultural events / activities might include a visit to an art gallery or museum, attending a show at City Hall, attending an arts related lecture at the University of Hull None Three One One Four or more Two Don't know * 12. When you attended 'A Christmas Carol' what was the main purpose of your visit to Hull? (Please select <u>one</u> answer only) Because Hull is UK City of Culture 2017 To take in some arts / heritage / culture generally To visit family / friends To take in some arts / heritage / culture generally For general leisure purposes – shopping and eating out Because I work in Hull Just for this event (A Christmas Carol) Other (please specify) Tyes No * 13. Had you been to Hull before coming to 'A Christmas Carol'? Yes No	VISIT TO HULL		
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Yes No * 14. Did you visit just for the day, or did you stay overnight when you attended 'A Christmas Carol'?	* 13. Had vou been to Hu	Il before coming to 'A Christmas	Carol'?
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Just for the day Stayed overnight	* 14. Did you visit just for	r the day, or did you stay overniç	ht when you attended 'A Christmas Carol'?
	Just for the day	_ s	tayed overnight

FREQUENCY OF VISITS TO HULL

* 15. On average, over the course of a year, how frequently do you visit Hull?

 \bigcirc Less frequently than once a year

1-2 times per year

3-4 times per year

5-6 times per year

 \bigcirc More frequently than six times a year

INTENTIONS TO RETURN

- * 16. Based on your experience during this visit, how frequently do you think you will visit Hull in future?
 - C Less frequently than once a year
 - 1-2 times per year
 - 3-4 times per year
 - 5-6 times per year
 - More frequently than six times a year

OVERNIGHT VISIT	ORS		
* 17. During your visit, the area and how ma	, at the time you attended 'A Christn any days?	nas Carol', how many nights did yc	ou stay in
Number of nights:			
Number of days:			
	telling me us how much you spent of the nearest £, or enter zero if applica		
(Please tick all that ap	ommodation did you stay in?		
Bed and Breakfast		Static caravan	
Hotel		Camping	
Self-catering		Airbnb	
With Friends / Family		_	
Other (please specify))		

WHAT YOU SPENT

We are asking these questions to measure the impact that arts and cultural events have on the economy of the city. We understand that this information is of a sensitive nature, but if you are willing to share it with us, it will be greatly appreciated.

20. How much do you estimate you spent on you and others with you on the following during your visit (not including tickets for 'A Christmas Carol')? (please enter to the nearest £, or enter zero as applicable - if you don't know or prefer not to answer please leave the box blank)

Hull 2017 merchandise

Food and drink

Shopping

Travel and transport (including parking)

Other 'attractions'

'Spending money' for children

Other

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.

21. 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)

* 22. Which of the following best describes your en (Please select <u>one</u> answer only)	mployment 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	
* 23. How do you define your gender? (Please select <u>one</u> answer only)	
Male	Gender non-conforming
Female	Prefer not to say
Transgender	
Other (please specify)	

* 24. How would you describ	e your ethnic background?	
(Please select <u>one</u> answer o	nly)	
White: English/Welsh/Scottish	/Northern Irish/British	
White: Irish		
White: Gypsy or Irish Travelle	r	
White: Polish		
White: Any other white backgr	round (write in box below if you wish)	
Mixed/multiple ethnic group	s: White and Black Caribbean	
Mixed/multiple ethnic group	s: White and Black African	
Mixed/multiple ethnic group	s: White and Asian	
Mixed/multiple ethnic group	s: Any other Mixed/multiple ethnic bac	kground (write in box below if you wish)
Asian/Asian British: Banglad	eshi	
Asian/Asian British: Indian		
Asian/Asian British: Pakistar	ni	
Asian/Asian British: Chinese		
Asian/Asian British: Any othe	er Asian background (write in box belo	v if you wish)
Black/African/Caribbean/Bla	ck British: African	
Black/African/Caribbean/Bla	ck British: Caribbean	
Black/African/Caribbean/Bla	ck British: Any other Black/African/Ca	ribbean background (write in box below if you wish)
Other: Arab		
Other: Any other ethnic backg	round (write in box below if you wish)	
Prefer not to say		
Please specify in this box if yo	u wish:	
* 25. Which of the following a (Please select <u>one</u> answer or		
() 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
 20-24 years 	50-54 years	Prefer not to say
	0	
		ealth problem or disability which has lasted,
or is expected to last, at lea	ast 12 months?	
Yes - limited a lot	() N	
Yes - limited a little	() P	efer not to say

3. Including yourself, how many people were there in the group in each of the follo ategories?				
lf you do not know. J	please leave blank)			
)-2 years				
8-5 years				
6-10 years				
1-15 years				
6-17 years				
8-19 years				
0-24 years				
5-29 years				
0-34 years				
5-44 years				
5-54 years				
5-64 years				
5-74 years				
5+ years				
refer not to say				

AND FINALLY				
* 29. Would you be happy for Hu you to take part in future resea	ull 2017, the University of Hull or their official evaluator: arch?	s to contact		
) Yes	() No			
	\bigcirc			
* 30. Would you like to be entered into the free prize draw to win Hull 2017 official merchandise?				
◯ Yes	Νο			

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.

* 31. Name:

32. Email address:

33. Telephone number: