

VOICES ACROSS THE HUMBER: AUDIENCE SURVEY

WELCOME

Many thanks for coming along to Voices Across the Humber at Hull City Hall.

This questionnaire will be used to see what you thought of the event, 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.

As our project is supported by Hull 2017, there are also a few questions that will help them to evaluate the impact of the year that we have been asked to include.

It should take no more than five 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. 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.

The online survey will stay open until noon (GMT) on Monday 17 April.

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WHAT SPARKED YOUR INTEREST?

*** 1. What was your main reason for attending 'Voices Across the Humber'?**

(Please select one answer only)

- Because it's part of Hull UK City of Culture 2017
- Because I am a regular attender of events and activities put on by Hull Choral Union
- 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 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
- Please specify artists of interest OR other motivation below:

2. If there any other reasons you would like to share with us, about why you chose to attend 'Voices Across the Humber' please do so in the box below:

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YOUR EXPERIENCE

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

'Voices Across the Humber...

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
...gave everyone the chance to share and celebrate together	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...was an enjoyable experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...placed the community at the centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...made me feel more connected with the stories of Hull and its people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...introduced me to <i>Bridge for the Living</i> by Anthony Hedges (words by Philip Larkin) for the first time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 4. On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about the following aspects of Hull's history and heritage as a result of attending 'Voices Across the Humber'?

***History:** Past events connected with a person, thing or place

***Heritage:** Things like historic buildings and cultural traditions that have been passed down from previous generations

	Nothing at all	0	1	2	3	4	5	6	7	8	9	A lot	10
History of the Humber Bridge	<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"/>	<input type="radio"/>
Commissioning of <i>Bridge for the Living</i> for the Humber Bridge opening in 1981	<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"/>	<input type="radio"/>
Fishing heritage of Grimsby	<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"/>	<input type="radio"/>
Maritime heritage of Hull	<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"/>	<input type="radio"/>

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

“Using art based approaches to explore / present the history and heritage of Hull makes the history and heritage...

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
...more interesting"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...easier to understand"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 6. ***Bridge for the Living***, composed by Anthony Hedges (words by Philip Larkin) was commissioned to celebrate the opening of the Humber Bridge in 1981. Did hearing ***Bridge for the Living*** being performed bring back any memories for you, of the Humber Bridge being built and opened?

- Yes
- No, I was not aware of the connection between the piece and the Humber Bridge
- No, I did not live in the area / was not born at the time of the Humber Bridge being built and opened
- No, I remember the Humber Bridge being built and opened but this did not bring back any memories
- Don't know

7. Please share any further comments you have about ‘Voices Across the Humber’ below:

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PREVIOUS EXPERIENCE

* 8. In the last 12 months have you attended an event at Hull City Hall?

Yes

No

Don't remember

* 9. In the last 12 months have you attended a choral music performance?

Yes

No

Don't remember

MARKETING OF 'VOICES ACROSS THE HUMBER'

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

*** 10. How did you find out about 'Voices Across the Humber'?**

(Please tick all that apply)

- Friends/family/colleagues - told me in person
- Friends/family colleagues – via social media / email
- www.hull2017.co.uk
- Other website (please specify)
- 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

*** 11. 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

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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.

12. What is your post code? (If you are not a UK resident please enter your country of residence)

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

13. If you do not live in Hull, have you been to Hull before coming to 'Voices Across the Humber'?

Yes

No

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

(Please select **one** answer only)

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

* 15. How do you define your gender?

(Please select **one** answer only)

Male

Gender non-conforming

Female

Prefer not to say

Transgender

Other (please specify)

* 16. 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)
- Please specify in this box if you wish:

* 17. 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 |

* 18. **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?**

(Please select one answer only)

Yes - limited a lot

No

Yes - limited a little

Prefer not to say

* 19. **How many people, including yourself, were in your group at 'WOW Hull'?**

(please enter in a numerical format, i.e. 2, as opposed to text format 'two')