

AUDIENCE SURVEY: HULL MARITIME MUSEUM

Welcome

Many thanks for taking the time to answer this survey about Hull Maritime Museum.

This questionnaire will be used to see what you thought, and to help us understand what we're doing well, and where improvements need to be made for 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, though if you have attended multiple exhibitions and / or events it may take a little longer.

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 Culture and Leisure, 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 Hull 2017 official merchandise.

AUDIENCE SURVEY: HULL MARITIME MUSEUM

Your Visit(s)

* 1. Since January 2017, how many times have you visited the Hull Maritime Museum?

- | | |
|---|--|
| <input type="radio"/> Once | <input type="radio"/> Five to six times |
| <input type="radio"/> Twice | <input type="radio"/> More frequently than six times |
| <input type="radio"/> Three to four times | <input type="radio"/> Don't remember |

* 2. Which of the following do you remember seeing during your visit(s) to the Hull Maritime Museum this year?

- Bowhead (2 January - 19 March)
- Poppies: Weeping Window (25 March - 14 May)
- Three Ships Exhibition (2 March - 28 April)
- Bill Bailey's Cabinet of Curiosities (27 May - 10 September)
- Offshore: Artists Explore the Sea (1 April - 28 August)
- A Common Foe (15 July - 24 September)
- Meet William Constable the Curious Collector (3 August - 1 September)
- Turner & The Whale (7 October - 7 January 2018)
- None of the above

3. Did you attend any of the following events at Hull Maritime Museum?
(Please tick all that apply)

- Sounding The Sea Symposium (15 June)
- Curious Tales - Stories from the Sea (4 August or 18 August)
- Maritime Museum Goes to the Movies: Various Films (21-27 October)

Motivation to Visit

*** 4. What were your reasons for attending these exhibitions and events at Hull Maritime Museum in 2017? (Please select up to 3 main reasons)**

- Because it's part of Hull UK City of Culture 2017
- Because I'm a regular attender of Hull Maritime Museum
- To see a specific exhibition (please specify which exhibition below)
- It's a unique experience not to be missed
- General interest in this type of event
- Wanted to see / do something creative
- A specific interest in the artist(s) involved (please specify)
- 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 the area anyway
- Other (please specify below)

Please specify exhibition, artist(s) of interest OR other motivation below:

AUDIENCE SURVEY: HULL MARITIME MUSEUM

Your Experience

* 5. Overall, how satisfied / dissatisfied were you with each exhibition?

	Very dissatisfied	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Very satisfied
Bowhead (2 January - 19 March)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poppies: Weeping Window (25 March - 14 May)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Three Ships Exhibition (2 March - 28 April)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bill Bailey's Cabinet of Curiosities (27 May - 10 September)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offshore: Artists Explore the Sea (1 April - 28 August)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
None of the above	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Common Foe (15 July - 24 September)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet William Constable the Curious Collector (3 August - 1 September)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turner & The Whale (7 October - 7 January 2018)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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

'In general, the exhibitions that I have seen when visiting the Hull Maritime Museum in 2017...

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
...were an enjoyable experience'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...showed me there is more to Hull than I expected'	<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"/>
...has made me think that getting involved in a project as a volunteer looks like fun'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...gave me the opportunity to interact with other people who I wouldn't normally have interacted with'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...made me think about Hull's contribution to the world'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...gave me a different experience of the city'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 7. 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 the exhibitions that you have seen when visiting the Hull Maritime Museum in 2017? (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 / they were an interesting idea	<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"/>
It was / they were well produced and presented	<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"/>
It was / they were different from things I've experienced before	<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"/>
It was / they were thought-provoking	<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"/>
It was / they were absorbing and held my attention	<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"/>
I would come to something like this again	<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"/>
It is important that it's happening here (in 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"/>
It has / they have something to say about the world in which we live	<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"/>
It was / they were well thought through and put together	<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"/>
The written, audio and visual information provided gave me a better understanding of the objects and their context	<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"/>

8. Thinking about what you have seen at the Hull Maritime Museum during your visit(s) in 2017, what have you most liked about the exhibitions?

9. Thinking about your experience(s) at the Hull Maritime Museum during your visit(s) in 2017, what are the most interesting things you have learnt?

10. Thinking about your experience(s) at the Hull Maritime Museum during your visit(s) in 2017, what could have been improved?

Bowhead

* 11. 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 as a result of attending 'Bowhead'?

	Nothing at all	0	1	2	3	4	5	6	7	8	9	A lot	Don't know
Hull's Whaling Heritage		<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"/>
Bowhead (also known as the Greenland Right Whale)		<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"/>

12. As a result of attending 'Bowhead' have you been inspired to do any of the following?
(Please select all that apply)

- Undertake online research into Hull's whaling heritage
- Visit an archive or library to undertake research into Hull's whaling heritage
- Visit another museum, gallery or heritage site
- Volunteer at Hull Maritime Museum
- Volunteer at another museum, gallery or heritage site
- Sign up for a course e.g. night classes, workshop, accredited course
- Other (please specify)

13. If you answered that your experience attending 'Bowhead' inspired you to do one or more follow up activities listed in the above question, please can you provide a short explanation as to why in the box below?

Poppies: Weeping Willows

* 14. On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much did 'Poppies: Weeping Willows' make you think about the following:

	Nothing at all	0	1	2	3	4	5	6	7	8	9	A lot	10	N/A
The legacy of the First World War	<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"/>	<input type="radio"/>
Those who fought and lost their lives in the First World War	<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"/>	<input type="radio"/>
Those who fought and lost their lives at war in general	<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"/>	<input type="radio"/>

15. As a result of attending 'Poppies: Weeping Willows' have you been inspired to do any of the following?

(Please select all that apply)

- Undertake online research into Hull and the First World War
- Visit an archive or library to undertake research into Hull and the First World War
- Undertake online research into the First World War generally
- Visit an archive or library to undertake research into the First World War generally
- Visit another museum, gallery or heritage site
- Volunteer at Hull Maritime Museum
- Volunteer at another museum, gallery or heritage site
- Sign up for a course e.g. night classes, workshop, accredited course
- Other (please specify)

16. If you answered that your experience attending 'Poppies: Weeping Willows' inspired you to do one or more follow up activities listed in the above question, please can you provide a short explanation as to why in the box below?

Three Ships Exhibition

* 17. 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 as a result of attending 'Three Ships Exhibition'?

	Nothing at all 0	1	2	3	4	5	6	7	8	9	A lot 10	Don't know
Hull's maritime history	<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"/>
Resolution, the ship used by Captain Cook on his second and third voyages	<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"/>
Morning, the relief ship for Scott's discovery expedition to Antarctica	<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"/>
Viola, Hull's only remaining steam trawler	<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"/>

18. As a result of attending 'Three Ships Exhibition' have you been inspired to do any of the following?

(Please select all that apply)

- Undertake online research into the three ships featured in the exhibition
- Visit an archive or library to undertake research into the three ships featured in the exhibition
- Undertake online research into Hull's maritime history generally
- Visit an archive or library to undertake research Hull's maritime history generally
- Visit another museum, gallery or heritage site
- Volunteer at Hull Maritime Museum
- Volunteer at another museum, gallery or heritage site
- Sign up for a course e.g. night classes, workshop, accredited course
- Other (please specify)

19. If you answered that your experience attending the 'Three Ships Exhibition' inspired you to do one or more follow up activities listed in the above question, please can you provide a short explanation as to why in the box below?

Bill Bailey's Cabinet of Curiosities

* 20. On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about Hull Maritime Museum's collections as a result of attending 'Bill Bailey's Cabinet of Curiosities'?

Nothing at all											A lot	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"/>	<input type="radio"/>

21. As a result of attending 'Bill Bailey's Cabinet of Curiosities' have you been inspired to do any of the following?

(Please select all that apply)

- Undertake online research into curiosities you discovered in the exhibition
- Visit an archive or library to undertake research into curiosities you discovered in the exhibition
- Visit another museum, gallery or heritage site
- Volunteer at Hull Maritime Museum
- Volunteer at another museum, gallery or heritage site
- Sign up for a course e.g. night classes, workshop, accredited course
- Other (please specify)

22. If you answered that your experience attending the 'Three Ships Exhibition' inspired you to do one or more follow up activities listed in the above question, please can you provide a short explanation as to why in the box below?

Offshore: Artists Explore the Sea

* 23. 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 histories as a result of attending 'Offshore: Artists Explore the Sea'?

	Nothing at all 0	1	2	3	4	5	6	7	8	9	A lot 10	Don't know
Hull's role as a maritime city	<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"/>
Hull's fishing community	<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"/>
Implications of climate change	<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"/>

24. As a result of attending 'Offshore: Artists Explore the Sea' have you been inspired to do any of the following? (Please select all that apply)

- Undertake online research into Hull's maritime history, fishing community and/or climate change
- Visit an archive or library to undertake research into Hull's maritime history, fishing community and/or climate change
- Visit another museum, gallery or heritage site
- Volunteer at Hull Maritime Museum
- Volunteer at another museum, gallery or heritage site
- Sign up for a course e.g. night classes, workshop, accredited course
- Other (please specify)

25. If you answered that your experience attending the 'Offshore: Artists Explore the Sea' inspired you to do one or more follow up activities listed in the above question, please can you provide a short explanation as to why in the box below?

A Common Foe

* 26. 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 histories as a result of attending 'A Common Foe'?

	Nothing at all 0	1	2	3	4	5	6	7	8	9	A lot 10	Don't know
Hull's role as a maritime city	<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"/>
Hull's fishing community	<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"/>
The decline of fish stocks in the North Atlantic Ocean and its impact	<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"/>
The Cod Wars	<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"/>

27. As a result of attending 'A Common Foe' have you been inspired to do any of the following? (Please select all that apply)

- Undertake online research into Hull's maritime history, fishing community and/or the Cod Wars
- Visit an archive or library to undertake research into Hull's maritime history, fishing community and/or the Cod Wars
- Visit another museum, gallery or heritage site
- Volunteer at Hull Maritime Museum
- Volunteer at another museum, gallery or heritage site
- Sign up for a course e.g. night classes, workshop, accredited course
- Other (please specify)

28. If you answered that your experience attending the 'A Common Foe' inspired you to do one or more follow up activities listed in the above question, please can you provide a short explanation as to why in the box below?

Meet William Constable the Curious Collector

* 29. On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about the travels and quests of the Maritime Museum's 18th Century Collector, William Constable, as a result of attending 'Meet William Constable the Curious Collector'?

Nothing at all

A lot

0

1

2

3

4

5

6

7

8

9

10

30. As a result of attending this 'Meet William Constable the Curious Collector' have you been inspired to do any of the following?

(Please select all that apply)

- Undertake online research into William Constable
- Visit an archive or library to undertake research into William Constable
- Visit another museum, gallery or heritage site
- Volunteer at Hull Maritime Museum
- Volunteer at another museum, gallery or heritage site
- Sign up for a course e.g. night classes, workshop, accredited course
- Other (please specify)

31. If you answered that your experience attending the 'Meet William Constable the Curious Collector' inspired you to do one or more follow up activities listed in the above question, please can you provide a short explanation as to why in the box below?

Turner & The Whale

* 32. 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 as a result of attending 'Bowhead'?

	Nothing at all 0	1	2	3	4	5	6	7	8	9	A lot 10	Don't know
Hull's Whaling Heritage	<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"/>
The life and work of JMW Turner	<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"/>
The life and work of artists from Hull within the exhibition	<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"/>

33. As a result of attending 'Turner & The Whale' have you been inspired to do any of the following? (Please select all that apply)

- Undertake online research into Hull's whaling heritage
- Undertake online research into the life and / or work of JMW Turner
- Undertake online research into the Hull artists exhibited
- Visit an archive or library to undertake research into Hull's whaling heritage
- Visit an archive or library to undertake research the life and / or work of JMW Turner
- Visit an archive or library to undertake research into the Hull artists exhibited
- Visit another museum, gallery or heritage site
- Volunteer at Hull Maritime Museum
- Volunteer at another museum, gallery or heritage site
- Sign up for a course e.g. night classes, workshop, accredited course
- Other (please specify)

34. If you answered that your experience attending 'Turner & The Whale' inspired you to do one or more follow up activities listed in the above question, please can you provide a short explanation as to why in the box below?

Sounding the Sea Symposium

* 35. 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 as a result of attending 'Sounding the Sea Symposium'?

	Nothing at all	0	1	2	3	4	5	6	7	8	9	A lot	Don't know
Climate change		<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"/>
Rising sea levels		<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"/>
Marine life		<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"/>
Cultural ties to the sea		<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"/>

36. As a result of attending 'Sounding the Sea Symposium' have you been inspired to do any of the following? (Please select all that apply)

- Undertake online research into any of the topics covered
- Visit an archive or library to undertake research into any of the topics covered
- Sign up for a course e.g. night classes, workshop, accredited course
- Other (please specify)

37. If you answered that your experience attending the 'Sounding the Sea Symposium' inspired you to do one or more follow up activities listed in the above question, please can you provide a short explanation as to why in the box below?

Curious Tales - Stories from the Sea

* 38. On a scale of 0-10, where '0' is 'Very unlikely' and '10' is 'Very likely', what is the likelihood that you would recommend 'Curious Tales - Stories from the Sea' to others'?

Very unlikely											Very likely	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"/>	<input type="radio"/>

* 39. On a scale of 0-10, where '0' is 'Not at all' and '10' is 'Completely', how much did you and / or your family enjoy 'Curious Tales - Stories from the Sea'?

Not at all											Completely	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"/>	<input type="radio"/>

Overall Reflections

40. Please share any further comments you have about your experience this year at Hull Maritime Museum below:

Marketing

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

*** 41. How did you find out about Hull Maritime Museum in general or the specific exhibitions you attended?**

(Please tick **all** 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
- Hull Museums Website
- www.hull2017.co.uk
- Other website (please specify)
- Hull Museums Facebook / Twitter
- 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

*** 42. Had you attended an event or exhibition at Hull Maritime Museum before 2017?**

- Yes No Don't remember

*** 43. 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

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.

* 44. Do you live in Hull?

Yes

No

AUDIENCE SURVEY: HULL MARITIME MUSEUM

Visit to Hull

* 45. Was your visit to the City Centre on the most recent occasion you attended Hull Maritime Museum mainly, partly or not at all due to the exhibitions you saw?

- Mainly Partly Not at all

* 46. During this most recent visit to Hull and Hull Maritime Museum, 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 Four or more
 Two Don't know

* 47. On the occasion of your most recent visit to Hull Maritime Museum, what was the main purpose of your visit to Hull? (Please select one answer only)

- Because Hull is UK City of Culture 2017
 To take in some arts / heritage / culture generally
 To visit family / friends
 To attend business meetings or a conference although I normally work outside Hull
 I was on a study trip
 For general leisure purposes – shopping and eating out
 Because I work in Hull
 Just to visit Hull Maritime Museum
 Other (please specify)

* 48. Had you been to Hull before 2017?

- Yes No

FREQUENCY OF VISITS TO HULL

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

- 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

* 50. **Based on your experience during this visit, do you think the frequency of your visits to Hull over the course of a year will increase, decrease or stay the same?**

- Increase
- Stay the same
- Decrease
- Don't know

Intentions to Return

* 51. To what extent do you disagree or agree with the following statement?

'Based on my experience of Hull during this visit, I will visit Hull again in future'

Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	N/A or Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Visitor Satisfaction

* 52. As a visitor to Hull, on a scale of 1 to 5 where 1 means 'Very dissatisfied' and 5 means 'Very satisfied', how satisfied are you with the following? (If you have not experienced aspects of the visitor experience, please tick N/A)

	Very dissatisfied	Dissatisfied	Neither dissatisfied or satisfied	Satisfied	Very Satisfied	N/A
General visitor welcome	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of accomodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Places to eat and drink	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City centre signposting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Length of Visit

* 53. Did you visit just for the day, or did you stay overnight on any occasion when you visited Hull Maritime Museum?

Always visited just for the day

Always or sometimes stayed overnight

Overnight Visitors

* 54. In total, on occasions when you visited Hull Maritime Museum, in total how many nights did you stay in the area and how many days?

Number of nights:

Number of days:

55. Would you mind telling me us how much you spent personally on accommodation in Hull in total as part of your visit(s)? (please enter to the nearest £, or enter zero if applicable - if you don't know or prefer not to answer please leave the box blank)

* 56. What type of accommodation did you stay in?

(Please tick all that apply)

Bed and Breakfast

Static caravan

Guest House

Touring 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.

57. How much do you estimate you spent on you and others with you on the following during your visit(s)? (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.

58. 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)

* 59. 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 | |

* 60. 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) | |

* 61. **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:

* 62. 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 |

* 63. 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?

- | | |
|--|---|
| <input type="radio"/> Yes - limited a lot | <input type="radio"/> No |
| <input type="radio"/> Yes - limited a little | <input type="radio"/> Prefer not to say |

* 64. How many people, including yourself, were in your group during your most recent visit to Hull Maritime Museum?

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

65. 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

35-39 years

40-44 years

45-49 years

50-54 years

55-59 years

60-64 years

65-69 years

70-74 years

75+ years

Prefer not to say

And Finally...

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

Yes

No

* 67. **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.

*** 68. Name:**

69. Email address:

70. Telephone number: