

**[INSERT NAME OF EVENT/PROJECT]: AUDIENCE/PARTICIPANT SURVEY**

Many thanks for coming along to **[Insert name or event/project].**

This questionnaire will be used to see what you thought of the event/project, and to help us understand what we're doing well, and where improvements need to be made for events/projects 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.

Please return by **[insert deadline – usually 1 week after event]**.

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1. **Are you an audience member or participant of** **[insert name of event]?**

|  |  |
| --- | --- |
| **Audience member** (i.e. attendee at the event) | **Participant** (i.e. actively took part) |
| 🞏 | 🞏 |

1. **What was your main reason for attending/taking part in [insert name of event]?**(Please select **one** answer only)

|  |  |
| --- | --- |
| 🞏 | Because it’s part of Hull UK City of Culture 2017 |
| 🞏 | Because I’m a regular attender/participant of [insert name of org] |
| 🞏 | 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 |
| 🞏 | Other – please specify below: |
|  |  |

1. **How far would you disagree or agree with the statements about?  
   NB: Delete any statements not relevant to your project. Aim to use 5 to 10.**  
   **[Insert event name]…**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly disagree** | **Disagree** | **Neither disagree nor agree** | **Agree** | **Strongly agree** |
| …gave everyone the chance to share and celebrate together | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …was an enjoyable experience | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …placed the community at the centre | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …made me feel more connected with the stories of Hull and its people | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …showed me that there is more to Hull than I expected | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …gave me the opportunity to interact with other people who I wouldn’t normally have interacted with | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …has introduced me to [insert event subject matter] for the first time | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …made me think more positively about people from other generations | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …inspired me to talk to people from other generations about the stories presented | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …has made me want to get involved in activities with members of different generations | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …helped me understand the contribution that young people make to the community | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …helped me understand the contribution that older people make to the community | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| ...made me think about Hull’s contribution to the world | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …made me look at Hull's buildings and public spaces in a different way | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …provided me with a different experience of the city | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …challenged my understanding of art | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …made me feel happier | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …has inspired me to get more involved in new projects/ activities | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

**NB: If your project does not aim to challenge perceptions or raise awareness of disabled people then delete Q4.**

1. **Has attending/taking part in [insert name of project] caused you to have a different view of disabled people?**

|  |  |  |  |
| --- | --- | --- | --- |
| **Much more positive** | **More positive** | **Stayed the same** | **More negative** |
| 🞏 | 🞏 | 🞏 | 🞏 |

**NB: If your project does not present or explore the history or heritage of Hull then do not include Q5 and Q6.**

1. **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/taking part in [insert name of event]?**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **0 -**  **Nothing at all** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10 -**  **A lot** |
| [Insert history and heritage presented, e.g. history of rugby league in Hull] | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| [Insert history and heritage presented, e.g. maritime history in Hull] | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **How far would you disagree or agree with the following statements?**  
   **“Using art based projects to present the history and heritage of Hull makes the history and heritage…**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly disagree** | **Disagree** | **Neither disagree nor agree** | **Agree** | **Strongly agree** |
| …more interesting | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …easier to understand | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **Please share any further comments you have about [insert name of event] below?**

|  |
| --- |
|  |

1. **In the last 12 months have you attended/taken part in [insert relevant art form for your project, e.g. outdoor theatre, visual art exhibition, festival]?**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 🞏 | Yes | 🞏 | No | 🞏 | Don’t remember |  |

1. **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**

The following information is used for evaluation purposes only. It remains completely anonymous.

1. **What is your post code? (If you are a non-UK resident, please enter country of residence)**

|  |
| --- |
|  |

1. **If you do not live in Hull, have you been to Hull before coming to [insert name of event]?**

|  |  |  |  |
| --- | --- | --- | --- |
| 🞏 | Yes | 🞏 | No |

1. **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 |  |  |

1. **How would you define your gender?** (Please select **one** answer only)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 🞏 | Male | 🞏 | Gender non-conforming | 🞏 | Transgender |  |
| 🞏 | Female | 🞏 | Prefer not to say |  |  |

1. **How would you define your ethnic background?** (Please select **one** answer only)

|  |  |  |  |
| --- | --- | --- | --- |
| 🞏 | White British |  |  |
| 🞏 | Other White | Specify, if you wish: |  |
| 🞏 | Mixed/multiple ethnic groups | Specify, if you wish: |  |
| 🞏 | Asian/Asian British | Specify, if you wish: |  |
| 🞏 | Black/African/Caribbean/Black British | Specify, if you wish: |  |
| 🞏 | Arab/Arab British | Specify, if you wish: |  |
| 🞏 | Chinese/Chinese British | Specify, if you wish: |  |
| 🞏 | Other | Specify, if you wish: |  |
| 🞏 | Prefer not to say |  |  |

1. **Which of the following age groups are you?** (Please select **one** answer only)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 🞏 | Under 6 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 | |

1. **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 | 🞏 | Yes – limited a little |
| 🞏 | No | 🞏 | Prefer not to say |

**THANK YOU FOR COMPLETING THIS SURVEY**