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| **OFFICE USE ONLY** |  |
| **Event Name / Ref no: Blade** | **Date of interview:**  |

Hello, my name is …….and I’m calling on behalf of Hull 2017 from a company called Information by Design. We spoke to you on <day> at the ‘Blade’ - the wind turbine rotar bladeinstallation in Hull city centre and you said that we could call you to ask some questions. Would it be ok to talk to you now – it will take about 10 minutes? *(Make appointment if not convenient).*

Just to remind you that we would like to find out about you and your experience at ‘Blade’ to help us to understand your views and inform future events and activities. Everything that you say is confidential and will only be used for the purposes of this research. Our company are members of the Market Research Society and we abide by their Code of Conduct.

Just to let you know that the installation is called ‘Blade’ so I will refer to it as that as we go along.

1. **Did you know, prior to seeing ‘Blade’, that it was part of Hull UK City of Culture 2017?** *Select one only*Yes 🞏 No 🞏 Don’t know/can’t remember 🞏
2. **Are you planning to attend or participate in other events and activities programmed for Hull UK City of Culture 2017?** *Select one only*
Yes 🞏 No 🞏 Not sure 🞏

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1. **Blade is running until March. How many times do have you/do you think you will go and see it to look at it properly, rather than just passing it?** *Select one answer*

|  |  |
| --- | --- |
| No of times |  |
| Visited | **Enter no in box** |

**And how long did you/will you stay for on each of these occasions?** *Enter number of mins per visit*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Days | 1 | 2 | 3 | 4 | 5 | 6+ |
| *Enter number of minutes each time. Max 7 visits.**(convert hours to minutes if necessary)* |  |  |  |  |  |  |

1. **ASK UNPROMPTED. What was your main reason for seeing (or visiting) the installation (Blade) on the first occasion?** *Code response and select one only – prompt if necessary with list.*

|  |  |
| --- | --- |
|  | 1st |
| Because it’s part of Hull UK City of Culture 2017 | 🞏 |
| 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 artist 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 town anyway | 🞏 |
| Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  | 🞏 |

1. **How likely or unlikely are you to recommend this type of event to friends or family, on a scale of 0 to 10, where 0 is very unlikely and 10 is very likely?** *Select one only*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| VeryUnlikely |  |  |  |  |  |  |  |  |  | VeryLikely |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

1. **On a scale of 0-10, where 0 is strongly disagree and 10 is strongly agree, how much would you agree or disagree with the following statements about Blade?** Select one for each statement

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Rotation | Strongly disagree |  |  |  |  |  | Strongly agree |
| It is an interesting idea | 1 | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| It is well produced and presented | 2 |  |  |  |  |  |  |  |  |  |  |  |
| It is different from things I’ve experienced before | 3 |  |  |  |  |  |  |  |  |  |  |  |
| It is thought-provoking | 4 |  |  |  |  |  |  |  |  |  |  |  |
| It is absorbing and held my attention | 5 |  |  |  |  |  |  |  |  |  |  |  |
| I would come to something like this again | 6 |  |  |  |  |  |  |  |  |  |  |  |
| It is important it’s happening here in Hull | 7 |  |  |  |  |  |  |  |  |  |  |  |
| It has something to say about the world in which we live | 8 |  |  |  |  |  |  |  |  |  |  |  |
| It is well thought through and put together | 9 |  |  |  |  |  |  |  |  |  |  |  |

ELINOR – NEEDS STATEMENTS BELOW AMENDING TO SUITE BLADE

1. **Again, I’m going to read out a list and I want you to tell me, how far you would disagree or agree with the statements. This time, for each one, you can say Strongly Disgree, Disgree, Neither disagree nor agree, Agree, or Strongly Agree. The first statement is….would you say you….***read out list, select one answer for each. Rotate statements*

| **Blade…** | Rotation | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree | DK (DNRO) |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| …was an enjoyable experience | 4 | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏99 |
|  |  |  |  |  |  |  |  |
| …gave everyone the chance to share and celebrate together | 6 | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏99 |
| …showed me that there is more to Hull than I had expected | 7 | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏99 |
| …gave me the opportunity to interact with other people who I wouldn’t have normally interacted with | 8 | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏99 |
| …has made me think that getting involved in a project as a volunteer looks like fun | 9 | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏99 |

1. **How far would you disagree or agree with the following statements about ‘Blade’. Again, for each one, you can say Strongly Disgree, Disgree, Neither disagree nor agree, Agree, or Strongly Agree. The first statement is….***read out list, select one answer for each.*

|  | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree | Don’t know/not applicable |
| --- | --- | --- | --- | --- | --- | --- |
| I felt welcomed by Event staff | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏(6) |
| I felt welcomed by Hull 2017 Volunteers | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏(6) |

**ELINOR – NEEDS QUESTIONS BELOW AMENDING OR TAKING OUT – IS IT ABOUT THE FUTURE OF HULL?**

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1. **How did you find out about the ‘Blade’ installation? Ask unprompted and then prompt****if necessary i.e: Was it:** *Select all that apply*

Presume the top one doesn’t apply to this?

🞏 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 / enewsletter

🞏 Other organisation Facebook / Twitter / Instagram / Youtube / Flickr (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

🞏 Newspaper

🞏 TV

🞏 Radio

🞏 Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**a) What is your country of residence?** *Select one or enter other*

*(CATI Scripting - Drop down list with UK at top. Full list of all countries plus ‘other’. Route UK residents to Q15b and non-UK to Q16.)*

**b) UK residents: And could you just tell me your home postcode?**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |

Enter postcode or tick box if refused to answer 🞏

1. **Was your visit/were your visits to Hull City Centre on the day/days you went to see ‘Blade’ mainly, partly or not at all due to ‘Blade’?** (Select one) Ask for first 3 visits only

Visit 1 🞏 Mainly 🞏 Partly 🞏Not at all

Visit 2 🞏 Mainly 🞏 Partly 🞏Not at all

Visit 3 🞏 Mainly 🞏 Partly 🞏Not at all

1. **On the first occasion you visited ‘Blade’, what was the main purpose of your visit to Hull?** (Read out options. Select one)

🞏 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

🞏 For work/because I work in Hull

🞏Just for this event (Blade)

🞏Other (please specify)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Do you live in Hull?** *Select one*

|  |  |  |  |
| --- | --- | --- | --- |
| 🞏 | Yes (Go to q23) | 🞏 | No (Go to Q17) |

**HULL RESIDENTS (HU1- HU9 POSTCODE AREAS) GO TO Q23**

1. **Had you been to Hull before coming to see the ‘Blade’ installation?** 🞏 Yes 🞏 No
2. **As a visitor to Hull, on a scale of 1 to 5 where 1 means very dissatisfied and 5 means very satisfied, how satisfied or dissatisfied are you with the following?**

|  | N/A 0 | Very dissatisfied1 | 2 | Neutral 3 | 4 | Very satisfied 5 |
| --- | --- | --- | --- | --- | --- | --- |
| General visitor welcome | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| Quality of accommodation | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| Places to eat and drink | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| Public transport  | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| Overall value for money | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| City centre signposting | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

**I’m now going to ask you a few questions about you and your party’s visit.**

1. **Did you visit just for the day, or did you stay overnight?** *Select one only*

🞏 just for the day ***(go to Q23)***

🞏 stayed overnight ***(go to Q21)***

1. **During your visit/visits, at the time you attended ‘Blade’, how many nights in total did you stay in the area \_\_\_\_\_\_\_\_\_ and how many days in total\_\_\_\_\_\_\_?**

|  |
| --- |
| £(accommodation) |

1. **Would you mind telling me how much you spent personally on accommodation in Hull overall as part of your visit/visits?** (to the nearest £, enter zero if none)
2. **What** **type of accommodation did you stay in?** Multiple response

|  |  |
| --- | --- |
| Bed and Breakfast | 🞏 |
| Guest House | 🞏 |
| Hotel | 🞏 |
| Self-catering | 🞏 |
| Friends/family | 🞏 |
| Static caravan | 🞏 |
| Touring caravan | 🞏 |
| Camping | 🞏 |
| Other (please specify) | 🞏 |

**ASK ALL FROM HERE:**

1. **How much do you estimate you spent on you and others with you on the following in Hull on the day of your visit to ‘Blade’ as part of your visit?** *Enter to the nearest £, or enter zero if none – if the respondent does not know of would prefer not to answer leave the boxes blank). Record for first 3 visits only*

|  |  |  |  |
| --- | --- | --- | --- |
|  | Visit 1 | Visit 2 | Visit 3 |
| Food and drink | £ | £ | £ |
| Shopping | £ | £ | £ |
| Travel and transport (including parking) | £ | £ | £ |
| Other ‘attractions’ | £ | £ | £ |
| ‘Spending money’ for children | £ | £ | £ |
| Hull 2017 merchandise (e.g. Mugs, t-shirts) | £  | £  | £  |
| Other | £ | £ | £ |

1. **Would you have come in to Hull City Centre on the day you visited ‘Blade’, if the ‘Blade installation was not on?** *Record for first 3 visits only*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Visit 1 | 🞏 | Yes | 🞏 | No |
| Visit 2 | 🞏 | Yes | 🞏 | No |
| Visit 3 | 🞏 | Yes | 🞏 | No |

1. **Which of the following would you have done had you not come to ‘Blade’?** *Record for first 3 visits only*

|  |  |  |  |
| --- | --- | --- | --- |
|  | Visit 1 | Visit 2 | Visit 3 |
| Stayed at home | 🞏 | 🞏 | 🞏 |
| Gone to work | 🞏 | 🞏 | 🞏 |
| Gone shopping in Hull | 🞏 | 🞏 | 🞏 |
| Gone shopping in East Yorkshire but outside of Hull | 🞏 | 🞏 | 🞏 |
| Gone shopping outside of East Yorkshire | 🞏 | 🞏 | 🞏 |
| Visited another attraction in Hull | 🞏 | 🞏 | 🞏 |
| Visited another attraction in East Yorkshire but outside of Hull | 🞏 | 🞏 | 🞏 |
| Visited another attraction outside of East Yorkshire | 🞏 | 🞏 | 🞏 |
| Other (please specify) | 🞏 | 🞏 | 🞏 |
| Other: |  |  |  |

1. **If you had not been to ‘Blade’, how much do you estimate you would have spent on you and others with you on the following?** *Enter to the nearest £, or enter zero if none – if the respondent does not know of would prefer not to answer leave the boxes blank). Record for first 3 visits only*

|  |  |  |  |
| --- | --- | --- | --- |
|  | Visit 1 | Visit 2 | Visit 3 |
| Food and drink | £ | £ | £ |
| Shopping | £ | £ | £ |
| Travel and transport (including parking) | £ | £ | £ |
| Other ‘attractions’ | £ | £ | £ |
| ‘Spending money’ for children | £ | £ | £ |
| Hull 2017 merchandise (e.g. Mugs, t-shirts) | £  | £  | £  |
| Other | £ | £ | £ |

**The final questions are just a little bit about yourself. Firstly could you tell me…**

1. **Which of the following best describes your employment status? (tick one only)**

🞏 Employed / working full or part time 🞏 Self-employed 🞏 Unemployed

🞏 On a government scheme for employment training 🞏 Looking after family / home

🞏 Unable to work 🞏 Retired 🞏 Student 🞏 Prefer not to say

1. **Are you:** 🞏 Male 🞏 Female 🞏 Transgender 🞏 Other (please describe)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

🞏 Prefer not to say

1. **How would you describe your ethnic background?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **White** |  |  | **Asian/Asian British**  |  |
| English/Welsh/Scottish/Northern Irish/British | 🞏 |  | Bangladeshi | 🞏 |
| Irish | 🞏 |  | Indian | 🞏 |
| Gypsy or Irish Traveller | 🞏 |  | Pakistani | 🞏 |
| Polish | 🞏 |  | Chinese | 🞏 |
| Any other White backgroundWrite here (if you wish) | 🞏 |  | Any other Asian background | 🞏 |
|  |  |  |  |  |
| **Mixed/multiple ethnic groups** |  |  | **Black/African/Caribbean/Black British** |  |
| White and Black Caribbean | 🞏 |  | African | 🞏 |
| White and Black African | 🞏 |  | Caribbean | 🞏 |
| White and Asian | 🞏 |  | Any other Black/African/Caribbean backgroundWrite here (if you wish) | 🞏 |
| Any other Mixed/multiple ethnic backgroundWrite here (if you wish) | 🞏 |  |
|  |  |  | **Other** |  |
|  |  |  | Arab | 🞏 |
|  |  |  | Any other ethnic backgroundWrite here (if you wish) | 🞏 |

1. **Which of the following age groups do you fall into?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 🞏 16 – 17 | 🞏 18 - 19 | 🞏 20 – 24 | 🞏 25 - 29 | 🞏 30 - 34 |
| 🞏 35 – 44 | 🞏 45 - 54 | 🞏 55 – 64 | 🞏 65 - 74 | 🞏75+ |

1. **Including yourself, how many people were there in the party in each of the following age categories?** Write the number of people in each box, check total number of people in party at end.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Age | Total no. persons | Age | Total no. persons | Age | Total no. persons |
| 0 - 2 |   | 18 - 19 |  | 45 - 54 |  |
| 3 - 5 |  | 20 - 24 |  | 55 - 64 |  |
| 6 - 10 |  | 25 - 29 |  | 65 - 74 |  |
| 11 - 15 |   | 30 - 34 |  | 75+ |  |
| 16 - 17 |   | 35 - 44 |  |

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?**  Select one only

🞏 No

🞏 Yes, limited a lot

🞏 Yes, limited a little

🞏 Prefer not to say

1. Are you a wheelchair user?

🞏 No

🞏 Yes

1. **Excluding the ‘Blade’ event, have you participated in or attended any of the following in the last 12 months:** *read out full list and select all that apply*)

🞏 Ballet / Dance 🞏 Circus 🞏 Comedy 🞏 Festivals 🞏 Film 🞏 Music 🞏 Opera 🞏 Outdoor Events 🞏 Theatre 🞏 Visual Arts / Crafts 🞏 Literature / Spoken Word / Poetry 🞏 Other arts (please specify) \_\_\_\_\_\_\_\_\_\_\_\_ 🞏 Heritage / local history events 🞏 Museums / historical attractions
🞏 None of the above

ELINOR – DO WE NEED THIS ONE NOW? Yes please

1. **Hull 2017 are working with G F Smith to find the world’s favourite colour. The most popular colour, as voted for by the public, will be used in an installation later in 2017. So, please can I ask...**

**What is your favourite colour? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. **Do you have any further comments about ‘Blade’?**

|  |
| --- |
|  |

1. **Would you be happy for Hull 2017, the University of Hull or their official evaluators to contact you to take part in future research?** 🞏 Yes 🞏No
2. **And finally, would you like to opt in to receive information via email from Hull 2017 about upcoming events like this one?** 🞏 Yes 🞏 No

**If yes, please could you give me your details? So your name is:**

**Name:**

**Email address:**

**Telephone number (optional):**

**THANK & CLOSE**