



## ONE DAY, MAYBE - AUDIENCE SURVEY

### WELCOME

**Many thanks for coming along to One Day, Maybe.**

**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.**

**It should take approximately 15 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.**

**By taking part you can also enter the free prize draw to win Hull 2017 merchandise.**

**Please complete the questionnaire by noon (GMT) on 8th October 2017.**

ONE DAY, MAYBE - AUDIENCE SURVEY

MOTIVATION

\* 1. What was your main reason for attending One Day, Maybe?

(Please select one answer only)

- Because it's part of Hull UK City of Culture 2017
- Because I'm a regular attender of dreamthinkspeak
- 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
- No particular reason / someone else's idea
- I was in the area anyway
- Other (please specify below)

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

\* 2. Have you attended a dreamthinkspeak production before? (Please tick one only)

- |  |   |
|--|---|
| <input type="radio"/> Yes, in the last 12 months           | <input type="radio"/> Yes, between three and five years ago                           |
| <input type="radio"/> Yes, between one and two years ago   | <input type="radio"/> Yes, but more than five years ago                               |
| <input type="radio"/> Yes, between two and three years ago | <input type="radio"/> No, this is my first attendance at a dreamthinkspeak production |

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ATTENDANCE AT DREAMTHINKSPEAK PRODUCTIONS

3. You stated that you have attended a dreamthinkspeak production in the last 12 months. Including today, how many times have you attended a dreamthinkspeak production in the last 12 months?

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YOUR EXPERIENCE

\* 4. On a scale of 0-10, how likely is it that you would recommend One Day, Maybe to a friend, family member or colleague, with 10 being extremely likely and 0 being not at all likely? (Tick one only)

Not at all likely											Very likely
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"/>

\* 5. How far would you disagree or agree with the following statements?  
(Please select **one** option only for each statement)

'One Day, Maybe...

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
...showed me that there is more to Hull than I expected'	<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 have normally interacted with'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...has introduced me to immersive theatre for the first time'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...provided me with a different experience of the city'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...challenged my understanding of art'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 6. 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 One Day, Maybe?

(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 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 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 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 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 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 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 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"/>

\* 7. If you were asked to award One, Day Maybe a star rating from 1-5 based on the quality of the production, what would you award it? (1 star is "poor" and 5 stars is "excellent")

Poor					Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Please share any further comments you have about One Day, Maybe below:

ONE DAY, MAYBE - AUDIENCE SURVEY

MARKETING

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

**\* 9. How did you find out about One Day, Maybe?**

(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
- www.dreamthinkspeak.com
- www.hull2017.co.uk
- www.kasang.org
- Other website (please specify)
- Hull 2017 Facebook / Twitter / Instagram / Youtube / Flickr / e-newsletter
- Kasang Facebook / Twitter
- Other organisation Facebook / Twitter / Instagram / YouTube / Flickr (please specify)
- Hull 2017 advertising and printed promotional material (e.g. brochure, leaflet, flyer, billboard, poster)
- Kasang 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

**\* 10. 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

**\* 11. Did you attend an audio described performance? (Audio description is an access provision where visual elements of the performance are described for audience members with visual impairments)**

- Yes
  No

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ONE DAY, MAYBE - AUDIENCE SURVEY

ACCESS

12. If you were asked to award the audio description provided at One Day, Maybe a star rating from 1-5, what would you award it? (1 = "poor" and 5 = "Excellent")

Poor					Excellent
1	2	3	4	5	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. On a scale of 0 to 10, where 0 is 'Impossible' and 10 is 'Very easy', please rate the ease with which you were able to book audio description.

Impossible											Very Easy
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"/>

14. On a scale of 0 to 10, where 0 is 'Very bad' and 10 is 'Excellent', how would you rate the communications from Hull 2017 in the weeks and days before One Day, Maybe:

Very Bad											Excellent
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"/>

15. Would you still have attended One Day Maybe if audio description was not available?

Yes
  No
  Not sure

16. Please share any further comments you have about the audio description at One Day, Maybe in the box below.



ONE DAY, MAYBE - AUDIENCE SURVEY

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.

\* 17. Do you live in Hull?

Yes

No

ONE DAY, MAYBE - AUDIENCE SURVEY

VISIT TO HULL

\* 18. Was your visit to the City Centre on the day you attended One Day, Maybe mainly, partly or not at all due to the event?

- Mainly                       Partly                       Not at all

\* 19. 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     Four or more  
 Two     Don't know

\* 20. When you attended One Day, Maybe 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 for this event (One Day, Maybe)  
 Other (please specify)

\* 21. Had you been to Hull before coming to One Day, Maybe?

- Yes     No

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FREQUENCY OF VISITS TO HULL

\* 22. 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

\* 23. 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

ONE DAY, MAYBE - AUDIENCE SURVEY

INTENTIONS TO RETURN

\* 24. To what extent do you disagree or agree with the following statement?

'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"/>

ONE DAY, MAYBE - AUDIENCE SURVEY

VISITOR SATISFACTION

\* 25. 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)

	N/A	Very dissatisfied	Dissatisfied	Neither dissatisfied or satisfied	Satisfied	Very Satisfied
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"/>

ONE DAY, MAYBE - AUDIENCE SURVEY

LENGTH OF VISIT

\* 26. Did you visit just for the day, or did you stay overnight when you attended One Day, Maybe?

Just for the day

Stayed overnight

ONE DAY, MAYBE - AUDIENCE SURVEY

OVERNIGHT VISITORS

\* 27. During your visit, at the time you attended One Day, Maybe, how many nights did you stay in the area and how many days?

Number of nights:

Number of days:

28. Would you mind telling me us how much you spent personally on accommodation in Hull overall as part of your visit? (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)

\* 29. 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)

ONE DAY, MAYBE - AUDIENCE SURVEY

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.**

**30. How much do you estimate you spent on you and others with you on the following during your visit (not including tickets for One Day, Maybe)?** (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



ONE DAY, MAYBE - AUDIENCE SURVEY

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.

31. 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)

\* 32. 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                    |   |

\* 33. 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) |   |

\* 34. 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:

\* 35. 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 |

\* 36. 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 |

**\* 37. How many people, including yourself, were in your group at One Day, Maybe?**

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

**38. 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

ONE DAY, MAYBE - AUDIENCE SURVEY

AND FINALLY...

**\* 39. 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

**\* 40. Would you like to be entered into the free prize draw to win Hull 2017 official merchandise?**

Yes

No



ONE DAY, MAYBE - AUDIENCE SURVEY

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.**

**\* 41. Name:**

**42. Email address:**

**43. Telephone number:**