

Hull 2017: Contains Strong Language, September/October 2017

Audience Survey Report

Results of Marketing Means' telephone fieldwork and Hull 2017's online survey

Summary Report v1.0

October 2017

Prepared by: **Marketing Means (UK) Ltd.**

For: **Hull City of Culture 2017**


UNIVERSITY OF Hull
PRINCIPAL PARTNER



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APPENDIX 1 – Survey Questionnaire

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Executive Summary

- This report gives the results of a telephone and online survey of 173 audience members at the Contains Strong Language festival of poetry, song and spoken word events staged at various venues across Hull from Thursday 28th September to Sunday 1st October 2017. The events formed part of the Hull City of Culture 2017 programme.
- To help understand attendees' opinions of Contains Strong Language, Hull 2017 volunteers recruited potential interviewees from those that attended the event, and provided Marketing Means with telephone contact details for 47 people.
- Marketing Means' telephone interviewers completed telephone interviews with 32 attendees between 2nd and 12th October 2017. To this total were added a further 141 completed questionnaires submitted directly to an online version of the survey hosted by the Hull 2017 team by respondents who had given their email addresses when recruited at Contains Strong Language. This enables overall results in this report, from the full sample of 173, to be quoted with a 95% Confidence Interval of $\pm 7.1\%$.

• DEMOGRAPHICS & GROUP CHARACTERISTICS

- Well over half of the survey respondents (57%) were aged 55+, and 70% were female. Nearly all (92%) were White-British.
- Just under half (45%) of the interviewees were in employment, while 37% were retired. One in six (16%) had any long-term limiting health problem or disability.
- The majority of respondents lived in Hull (67%).
- The average group size was 2.5. Only 5% of groups included any children aged under 16. Just over half of all groups (52%) included two people, while 18% attended alone.
- **Number of Contains Strong Language events attended:** More than half of the respondents attended more than one of the Contains Strong Language events, with 9% attending more than six.
- **Main reason for attending Contains Strong Language:** A wide variety of reasons for attending were given, but these were led by '*Specific interest in the actors/artists involved*' (29%), '*It's a unique experience not to be missed*' (23%), and '*General interest in this type of event*' (14%).
- **How found out about Contains Strong Language:** By far the most likely way of finding out about the festival was *via the Hull 2017 website* (53%), while *Hull 2017's social media channels* were mentioned by 17%. Nearly a third (31%) had found out via *Advertising and printed promotional material*, while *volunteers* were also a key source of information.
- **Agreement with statements about Contains Strong Language:** From a series of seven positive statements about Contains Strong Language, five were agreed with by at least 59% of interviewees, with the highest agreement scores given for '*It was an enjoyable experience*' (82% strongly agreed) and '*Has introduced you to new artists for the first time*' (50% strongly agreed).
 - Fewer than half agreed that it had '*introduced them to new art forms for the first time*' or had '*challenged their understanding of art*'.
- **Agreement with statements about Contains Strong Language:** A series of nine further statements drew high levels of agreement, highest of all for '*You would come to something like this again*' and '*It is important that it's happening here in Hull*'. The statements drew average levels of agreement in only a narrow but high range between 8.7 and 9.5 out of 10.
- **Visitors to the city:** Just under three-quarters (72%) of visitors to the city had visited due mainly to the Contains Strong Language event.

- Two-thirds of visitors had attended, or planned to attend, other cultural or arts-related events and activities during their visit to Hull. More than a quarter would attend, or had attended, four or more other such events.
- For 60% of visitors, Contains Strong Language had been the main purpose of their visit to Hull, while a further 21% had visited as Hull is the UK City of Culture 2017.
- The great majority of visitors (88%) had visited Hull previously. Of these, 70% had done so more frequently than six times a year on average. Nearly half (48%) thought that the frequency of their visits would increase based on their experience in this visit, while only 2% thought that this would decrease.
- The aspects of their visit that visitors to Hull were most satisfied with were the *general visitor welcome* (55% very satisfied) and *overall value for money* (41% very satisfied), and most were also satisfied with each of the four other aspects listed.
- Only 28% of visitors stayed overnight for the Contains Strong Language event. The average length of stay among this group was 2.6 days and 1.9 nights, with spend on accommodation averaging £72 per night for those who did not stay with friends/family.
- **Spend on self and/or group while attending Contains Strong Language:** For the 142 respondents who provided any information on their spend, the average spend was £41, with food and drink being the main item that money was spent on. Total spend was nearly twice as high by visitors to the city (£59) as by Hull residents (£33).

1. Introduction

1.1 Background and objectives

- Contains Strong Language was a series of events held at venues across the city of Hull from Thursday 28th September to Sunday 1st October 2017, and formed part of the programme for Hull City of Culture 2017 (Hull 2017).
- Contains Strong Language was a major new national spoken word and poetry festival in Hull. Starting on National Poetry Day (Thursday 28th September), with local, national and international poets, Contains Strong Language was a celebration of new and existing word craft inspired by Hull's literary heritage. The events staged for the festival included poetry readings, concerts, film screenings, 'in conversation' events with local musicians and celebrities, a recording of BBC Radio 4's Front Row programme, other recordings for BBC Radio 1Xtra, Radio 3, 5Live, and 6Music. In addition, BBC2 broadcast a TV programme of highlights from the event on Saturday 30th September.
- In September 2017, Hull 2017, in partnership with their official academic research partner, the University of Hull, commissioned Marketing Means to conduct a follow-up telephone survey with audience members who had attended any of the Contains Strong Language performances and events.
- The survey aimed to find out about the reaction, awareness and motivation of the audience at the event, as well as capturing demographic details of survey participants to assess differences in reactions between different types of people.

1.2 Method and sample recruitment

- The questionnaire to be used in the survey was designed initially by Hull 2017, and reviewed by Marketing Means to ensure that it best suited the telephone survey approach that would be adopted. After the final changes were agreed between Hull 2017 and Marketing Means, the content was signed off and Marketing Means programmed the telephone version ready for use by its team of telephone interviewers. We provide the questionnaire at Appendix 1 of this report.
- To obtain a list of audience members to contact, Hull 2017 deployed a team of volunteer recruiters at the events. These volunteers recruited audience members onsite at each event to take part in an audience/visitor survey via telephone. This involved a short explanation of the research, gaining agreement from the audience member to be contacted, and collection of basic information such as name, telephone number, email address, postcode, age category, gender and ethnicity. This was provided to Marketing Means as a password protected spreadsheet.
 - Hull 2017's project team sent two spreadsheets totalling 114 unique recruits to Marketing Means, for the telephone fieldwork to commence promptly on the evening of Tuesday 3rd October 2017. Of the names provided, only 47 had indicated that they were willing to be re-contacted, and had given a valid telephone number.
- Hull 2017 requested that a 95% confidence interval of no more than $\pm 5\%$ should be achieved for the survey results, which would have required a total of approximately 375 interviews to be completed. The total of 47 recruits provided for the telephone survey clearly did not allow this total to be reached.
 - Marketing Means conducted the telephone interviewing predominantly between 3:30pm and 8pm, making up to seven calls to each number at different times and on different dates until a definite outcome was reached for each one (interviewed, refused, unavailable for interview during the fieldwork period, wrong number etc.). At the end of the process, 32 people had been interviewed.
 - In addition, Hull 2017 hosted an online version of the survey questionnaire and invited audience members who had given only their email address to volunteers to take part in the survey via this method. The survey address was also made available for other audience members to take via this

mode, and by 17th October 2017, 141 people had done so. Their responses were added to the telephone interview dataset to give the final total of **173** survey respondents. It should be noted however that eight of the online survey respondents did not complete the entire survey but instead dropped out at various stages of progress. For the questions at the end of the survey, e.g. those confirming personal details such as age and gender, we have only 165 respondents' answers.

- For the telephone fieldwork, the breakdown of call outcomes is shown at Table 1. After removing the 'deadwood' of wrong/inactive numbers, this gives an overall response rate of 32/46 = **70%**. It should be noted that none of those called actively refused to take part.

Table 1: Call outcomes among sample issued to Marketing Means

Call outcome	TOTAL
Total unique numbers issued	47
Wrong/inactive number/ Details not correct/ Under 16	1
Not tried (quota full)	0
Unable to take part during remainder of fieldwork time	0
Respondent suggested calling back at a later date – no success	0
Called 7 times – no interview or refusal	14
Called fewer than 7 times - no interview or refusal	0
Refused to participate	0
Interviewed by telephone	32

- Given the low numbers recruited, and the unknown profile of audience members invited to take part on the online survey whose contact and demographic details were not collected by volunteers, it is not possible to construct any meaningful profile of event attendees to compare with the sample who took part in the survey. We therefore present all results in this report as unweighted.

1.3 Arrangement of this report

After the Executive Summary and this Introduction, we provide a commentary on the research results, based around charts and summary tables to set out the key findings.

At the end of the report, we provide a reference copy of the survey questionnaire in Appendix 1, followed by listings of verbatim comments made by respondents in Appendix 2.

The full detailed cross-tabulations of results are available in a separate spreadsheet.

1.4 Author and publication

Marketing Means produced this report in October 2017. Any press release or publication of the findings of this survey requires the approval of the author/ Marketing Means.

Approval would only be refused if it were felt that the intended use would be inaccurate and/or a misrepresentation of the survey findings.

1.5 Presentation of percentage results in this report

‘Valid’ responses

Unless otherwise stated, the results are given as a percentage of the total overall valid responses.

Rounding

The percentage figures quoted in most of the charts and tables in the report have been rounded either up or down to the nearest whole number % value. In some cases, these rounded values do not total exactly 100% for ‘single choice’ questions due to that rounding of the figures in each discrete category.

Significance testing and “Statistically significant differences”

All of the % results quoted in this report, and calculated for the different sub-groups of respondents as set out in detail in the accompanying cross-tabulations, have been subjected to significance testing, based on two-sided tests with significance level .05 (i.e. 95% confidence level).

The **Confidence Level** tells us how sure we can be of a result. It is given as a percentage, representing how often the true percentage of the population who would pick a particular answer lies within the confidence interval. The 95% confidence level means we can be 95% certain; the 99% confidence level means we can be 99% certain. Most market research reports, including this one, use the 95% confidence level.

The **Confidence Interval** (often referred to as the ‘margin of error’) is the +/- figure often shown in the small print of published results from surveys or opinion polls quoted in the media. For example, if the confidence interval is $\pm 4\%$ and 53% percent of a sample picks a particular answer, we can be "sure" to some extent (see next paragraph) that if we had asked the question of the entire relevant population then between 49% and 57% would have given that answer.

When we put the Confidence Level and the Confidence Interval together, we can say using the example above that we are 95% sure that the true percentage results for the population would lie between 49% and 57%.

N.B. Quoted Confidence Intervals almost invariably refer to % results of close to 50% of a sample giving a particular answer. Where a result is much higher or lower than 50%, the Confidence Interval on that result is reduced (for a sample of 173 from a population of around 2,000 event attendees, the 95% Confidence Interval is $\pm 7.1\%$ for a 50% result, but reduces to $\pm 4.3\%$ for a 10% result).

The size of the sample, or sub-group, also affects the size of the 95% Confidence Interval. Given a perfectly random and representative sample from a population of approximately 2,000, the 95% Confidence Interval varies according the number of interviews completed, for example:

Sample size	115	250	500	1,000
95% Confidence interval	$\pm 8.9\%$	$\pm 5.8\%$	$\pm 3.8\%$	$\pm 2.2\%$

In this report, when we refer to “**statistically significant differences**” between sub-groups, we mean that the statistical test used has indicated that the figures are sufficiently different, i.e. by more than the 95% Confidence Interval, to be considered statistically significant. The 95% Confidence Interval is not quoted in each case because, as we have noted above, it varies greatly according to the % results to a question, and the number of people answering that question.

N.B. Due to the relatively large confidence interval of $\pm 7.1\%$, very few significant differences were evident in the survey results, and so notes on significant differences between sub-groups are rare in this report.

2. Demographics

This section sets out the characteristics of the respondents who took part in the telephone and online surveys.

2.1 Gender, Age and Ethnicity

The sample profile achieved in the survey by age, gender and ethnicity is shown in Table 2 below.

- More than half of the respondents (57%) were aged 55+, while more than two-thirds were female (70%).
- The vast majority of interviewees (92%) were White-British.

Table 2. Profile of interviewed sample by Gender, Age and Ethnicity

	N	% (of 165)
AGE GROUP:		
16-24	3	2%
25-34	6	4%
35-44	23	14%
45-54	39	24%
55-64	58	35%
65-74	34	21%
75+	2	1%
GENDER:		
Male	48	29%
Female	115	70%
Transgender	1	1%
Gender non-conforming	1	1%
ETHNICITY:		
White - English/ Welsh/ Scottish/ Northern Irish/ British	151	92%
Other White background (incl. Irish)	6	4%
Other/ Refused	8	5%

2.2 Employment Status and Disability

Just over half (54%) of the audience members interviewed were in employment. Well over a third (37%) of respondents were retired, while 16% had a long-term limiting health problem or disability.

Table 3. Profile of interviewed sample by Employment Status and Disability

	N	%
<i>EMPLOYMENT STATUS:</i>		
Employed (FT or PT)	75	45%
Self-employed	14	8%
Unemployed	3	2%
On a government scheme for employment training	0	0%
Looking after family/home	4	2%
Unable to work	1	1%
Retired	61	37%
Student	6	4%
<i>DISABILITY/ LIMITING CONDITION:</i>		
Yes – limited a little/a lot	26	16%
No	137	83%

2.3 Home Location

The sample profile achieved in the survey by postcode district is shown in Table 4 below.

Two-thirds of those who gave a postcode (67%) lived in the Hull conurbation, while the remainder were evenly split between those from areas surrounding Hull to the north of the Humber (other HU postcodes) and those from elsewhere.

Table 4. Profile of interviewed sample by Location

	N	% (of 165)
POSTCODE:		
HU1/2/3 (Central Hull)	17	10%
HU7/8/9 (Eastern Hull)	22	13%
HU5/6 (northern Hull)	36	22%
HU4/10/13/16 (western Hull)	35	21%
Other HU (outside Hull)	28	17%
Other non-HU	26	16%
Not stated	1	1%

2.4 Group size and Age profile

Table 5 below sets out the proportions of respondents who attended the Contains Strong Language events in groups of different sizes. Among the 164 who provided details, the average group size was **2.48**.

Group sizes tended to be relatively small. Nearly one in five people (18%) attended the event by themselves, while just over half (52%) attended with only one other person.

The age profile of group members (given by 159 respondents) shows a broad distribution, peaking among 55-59, 60-64 and 65-69 year olds, each represented in around a quarter of all groups. Only 5% of all groups included at least one child aged under 16.

Table 5. Profile of interviewed sample by Group Size

Average group size = 2.48

Groups including children (under-16) = 5%

Average Adult to Child Ratio (in groups with U16s) = 2.4 adults per child

	N	% (of 164)
GROUP SIZE (including respondent):		
One	30	18%
Two	85	52%
Three or more	48	29%
GROUPS INCLUDING ANYONE IN SPECIFIED AGE GROUP:		
0-2	0	0%
3-5	1	1%
6-10	4	2%
11-15	6	4%
16-17	1	1%
18-19	1	1%
20-24	9	5%
25-29	3	2%
30-34	8	5%
35-39	18	11%
40-44	22	13%
45-49	30	18%
50-54	30	18%
55-59	46	28%
60-64	41	25%
65-69	38	23%
70-74	16	10%
75+	8	5%

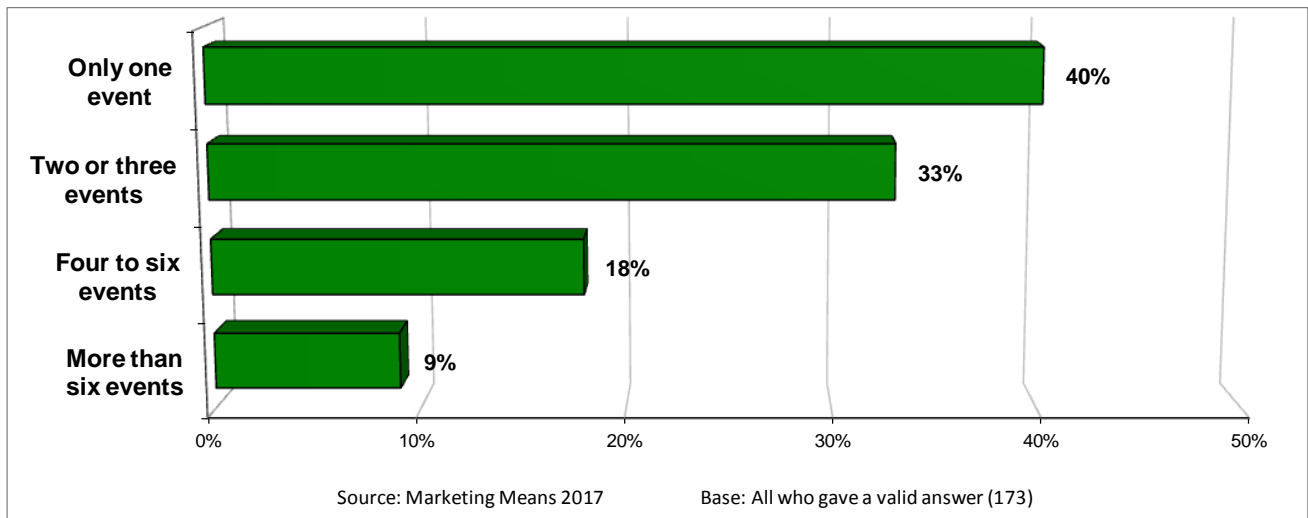
3. Attendance at Contains Strong Language

In this section, we look at the main reason that audience members gave for attending Contains Strong Language, and how they became aware that this festival of events was taking place.

3.1 Number of Contains Strong Language events attended

All respondents were asked how many Contains Strong Language events they had attended. Well over half (60%) attended more than one event, while 9% attended more than six.

Chart Q1. How many events did you attend from the Contains Strong Language programme?



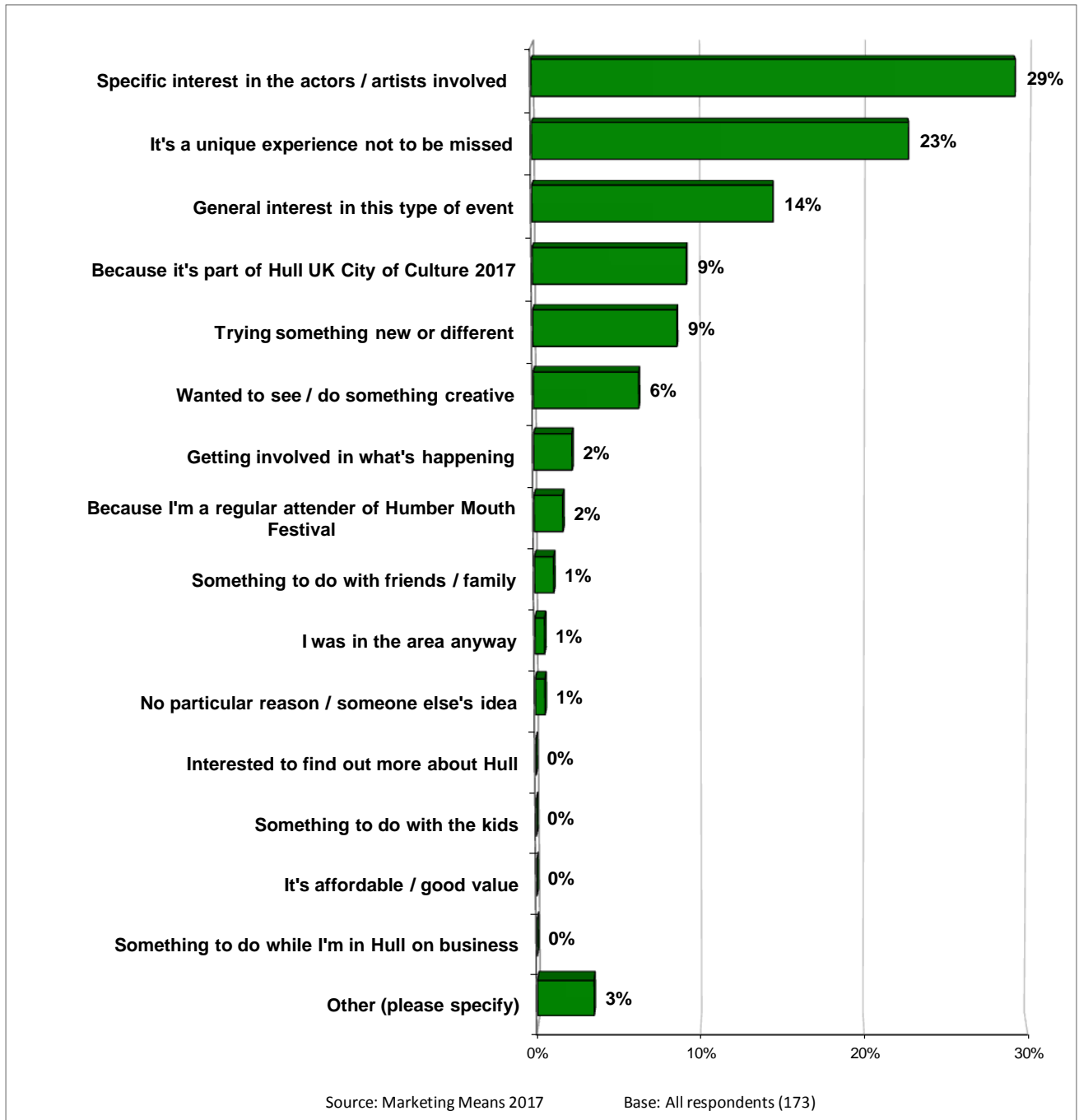
3.2 Main reason for attending Contains Strong Language

All respondents were asked to give one main reason for why they attended Contains Strong Language. They were free to answer as they wished, though interviewers had a list of pre-coded answers on-screen to match against their comments, and could also type verbatim any other comments that did not match the pre-coded list. The full list of reasons is given in Chart Q2 on the next page.

- The most likely reasons to be given both related very specifically to the nature and content of the events. Well over a quarter of respondents (29%) gave the leading reason, **specific interest in the actors/ artists involved**, while just under a quarter (23%) felt that it was a **unique event not to be missed**.
 - People who only attended one CSL event were significantly more likely than others to have attended because of their **specific interest in the actors/artists involved** (43% of those who attended one event gave this as their reason, vs 19% among those who attended multiple events).
 - The specific artists and actors most likely to be named as those the respondent had been interested in seeing perform were:
 - The Unthanks (8 mentions)
 - John Cooper Clarke (7 mentions)
 - Kate Tempest (7 mentions)
 - Jeremy Irons (7 mentions)
 - Simon Armitage (4 mentions)
 - Julie Hesmondhalgh (4 mentions)

- The only other answer given by more than one in ten respondents was a **general interest in this type of event**, given by 14%.

Chart Q2. What was your main reason for attending Contains Strong Language?

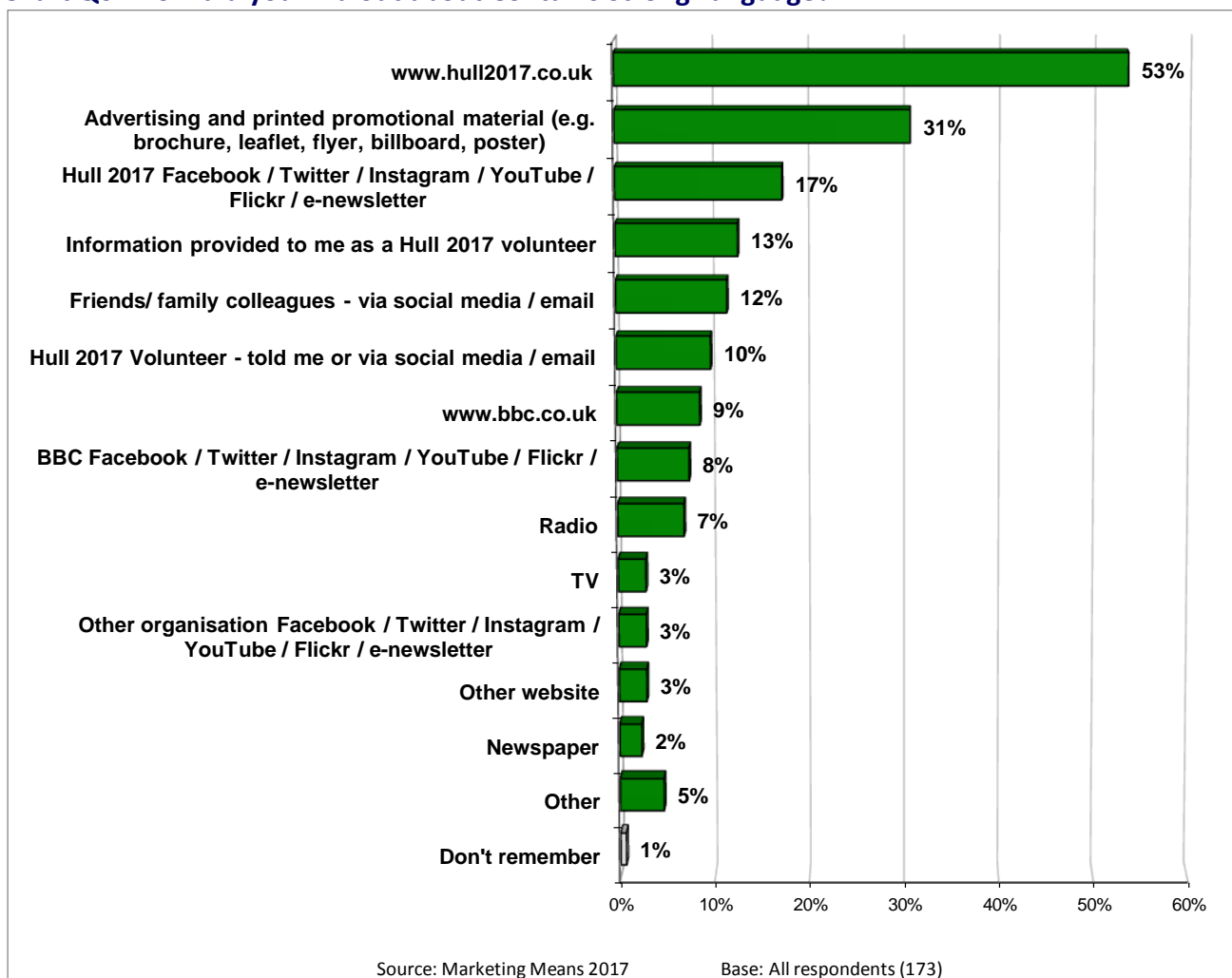


3.3 How found out about Contains Strong Language

All respondents were also asked to state how they found out about Contains Strong Language, giving more than one way if applicable. Again, respondents were free to answer as they wished, and interviewers used a list of pre-coded answers to match the response against.

The proportions citing each of the possible ways given for finding out about Contains Strong Language are shown in Chart Q6 below.

Chart Q6. How did you find out about Contains Strong Language?



- By far the most likely way of finding out was via the **Hull 2017 website** (www.hull2017.co.uk), given by more than half of respondents (53%).
 - This was significantly more likely among males (75%) than females (47%).
 - Finding out via the **Hull 2017 website** was also significantly more likely among those who attended two or three events (67% found out via the website) than among those who attended only one or more than three (only 46-47% of whom found out in the same way).
- **Advertising and printed promotional materials** were mentioned by more than a third (31%).
 - This source was significantly more likely to be mentioned by those who attended three or more events (40% doing so, compared with only 20% of those attending only one event), and also by people with a disability or limiting condition (54% vs 27% of others).
- Next most likely were **Hull 2017's social media channels**, which were mentioned by 17%.

- 16-44s were significantly more likely than older age groups to have found out via Hull 2017's social media (31% vs 18% of 45-54s, 16% of 55-64s, and 11% of 65+).
- Volunteers were also a key source of information on the Contains Strong Language events, with 13% having found out **through their own role as a Hull 2017 volunteer**, and a further 10% having found out from **someone else who was a volunteer**.

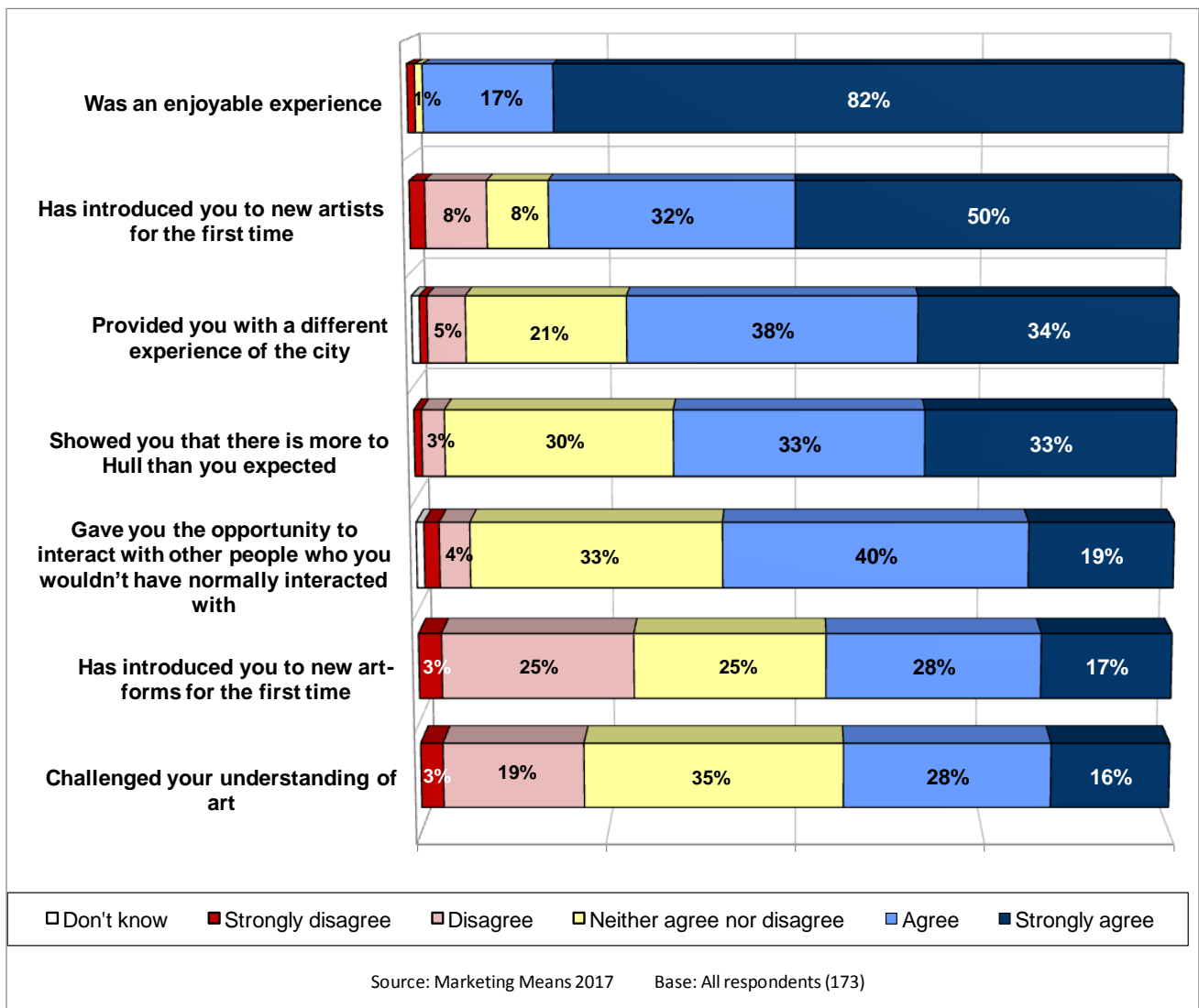
4. Opinions of Contains Strong Language

In this section, we look at audience members’ opinions of the Contains Strong Language events, and the impression that those events had made on them.

4.1 Agreement with statements about Contains Strong Language

All respondents were asked how much they agreed or disagreed with each of a series of seven statements about Contains Strong Language. The results are summarised in Chart Q3 below, with the statements listed in descending order of strong agreement.

Chart Q3. How much would you disagree or agree that Contains Strong Language ...?



- Seven of the nine statements were agreed with by a majority of respondents, although levels of strong agreement varied greatly.
- Conversely, most respondents disagreed that Contains Strong Language had **introduced them to new art-forms**, or had **challenged their understanding of art**.
- By far the highest levels of agreement were for the event(s) being **an enjoyable experience**, with 82% strongly agreeing and almost all others (17%) simply agreeing.

- Strong agreement with this statement was significantly higher among females (89%) than males (65%).
- Half of the sample (50%) strongly agreed that the events had **introduced them to new artists for the first time**.
 - Strong agreement with this statement was significantly higher among females than males (57% vs 35% respectively), and also among those who had attended 4+ events (74% strongly agreeing vs only 29% of those who attended only one event).
 - Residents of Hull were also significantly more likely than others to strongly agree (55% vs 38% of those from elsewhere).
- Just over a third (34%) strongly agreed that Contains Strong Language had **provided them with a different experience of the city**.
 - 16-44s were significantly more likely than older age groups to strongly agree (56% doing so, vs no more than 33% of any other age group), as were those who had attended 4+ events (47% strongly agreeing vs only 23% of those who attended only one event).
- Similarly, a third (33%) strongly agreed that Contains Strong Language had **showed them that there is more to Hull than they expected**.
 - Strong agreement with this statement was significantly higher among females than males (37% vs 21% respectively), and also among those who had attended 4+ events (44% strongly agreeing vs only 20% of those who attended only one event).
- Just under one in five (19%) strongly agreed that Contains Strong Language had **given them the opportunity to interact with other people who they wouldn't normally have interacted with**.
 - 16-44s were significantly more likely than older age groups to strongly agree (31% doing so, vs only 13% of those aged 55+), as were those who had attended 4+ events (30% strongly agreeing vs only 12% of those who attended only one event).

4.2 Agreement with further statements about the Contains Strong Language

All respondents were asked how much they agreed or disagreed with each of a series of nine further statements about Contains Strong Language.

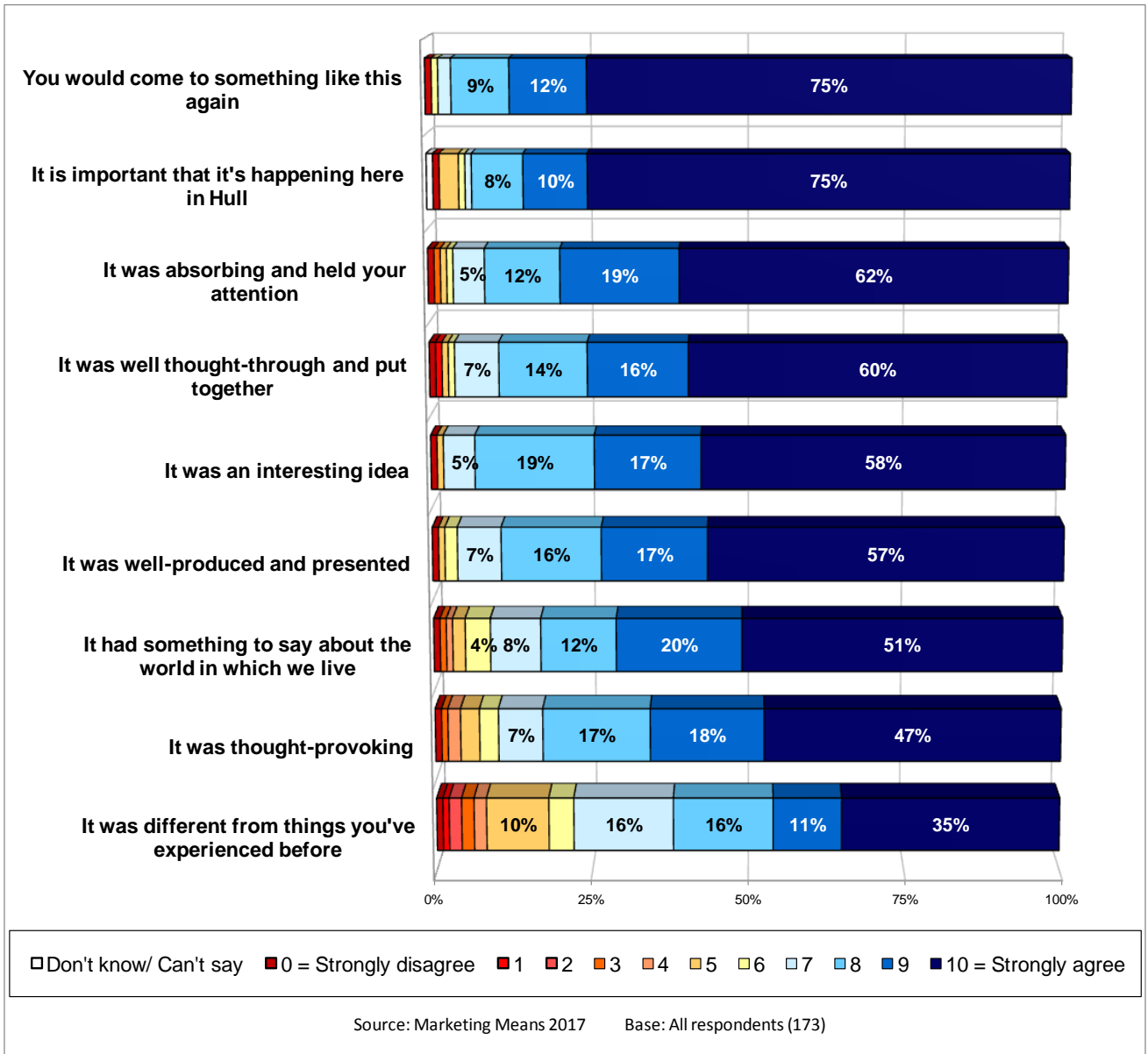
N.B. Unlike the five-point answer scale used for the statements presented in the preceding Section 4.1, the 11-point answer scale used for these statements ran from 0=Strongly Disagree to 10 = Strongly Agree.

The results are summarised in Chart Q4 on the next page, with the statements listed in descending order of levels of agreement, with red/orange representing disagreement and blue representing agreement.

- Combining together scores of 8, 9 and 10 out of 10 as high levels of agreement, all nine statements drew a high level of agreement from a majority of respondents.
- The highest levels of agreement were for **You would come to something like this again**, and **It is important that it is happening here in Hull**, for both of which 75% of respondents gave the top rating of 10=Strongly Agree.
 - For **You would come to something like this again**, females were significantly more likely than males to give the top score of 10=Strongly Agree (85% of females vs 55% of males), as were those in a group of three or more people (92% of whom gave a score of 10=Strongly Agree vs only 47% of those who attended one event only).
 - For **It is important that it is happening here in Hull**, females were significantly more likely than males to give the top score of 10=Strongly Agree (82% of females vs 63% of males), as were those

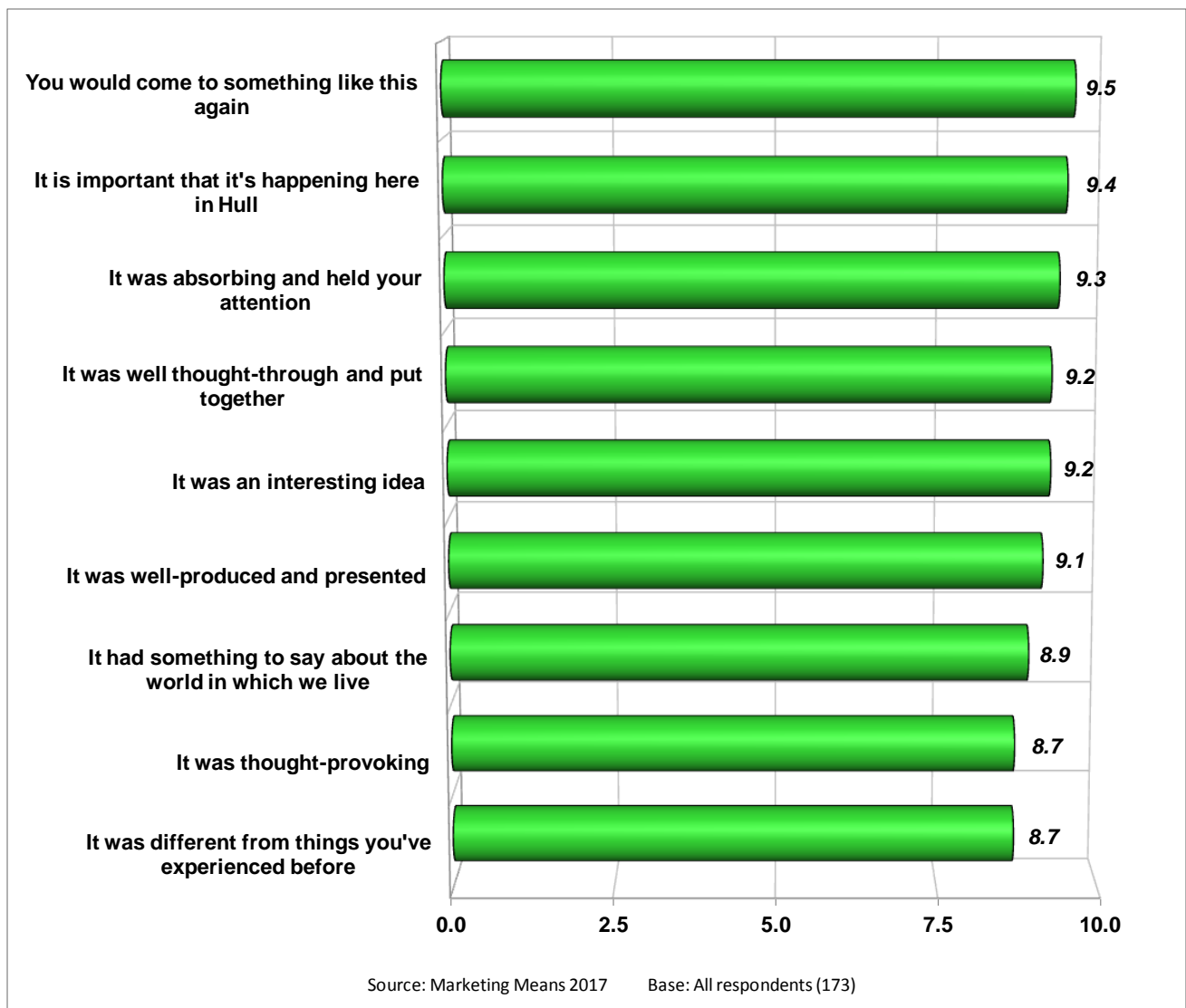
in a group of three or more people (85% of whom gave a score of 10=Strongly Agree vs only 60% of those who attended one event only).

Chart Q4. How much would you disagree or agree with the following statements about Contains Strong Language?



The same responses can also be summarised as average ratings out of 10 for the level of agreement with each statement, as shown in Chart Q4_1 on the next page.

Chart Q4_1. How much would you disagree or agree with the following statements about Contains Strong Language? [MEAN SCORES OUT OF 10, WHERE 10=STRONGLY AGREE]



4.3 Interviewees' comments on Contains Strong Language generally

All respondents were asked to give any further comments about Contains Strong Language. Just under half did, providing 82 comments in total, which are listed at Appendix 2 (Q5).

- Many people gave very positive comments about the events, remarking that they were brilliant, excellent, wonderful, incredible, really well done, and other similar descriptions.
- Several specific performers were singled out for praise.
- Several respondents praised the variety of types of events, and participants, some applauding the inclusion of local talent alongside more established artists.
- Some respondents commented on the low attendance at an event, and felt that more promotion/publicity would have helped, as well as staging events at more convenient times.

5. Audience Behaviour and Opinions of Hull

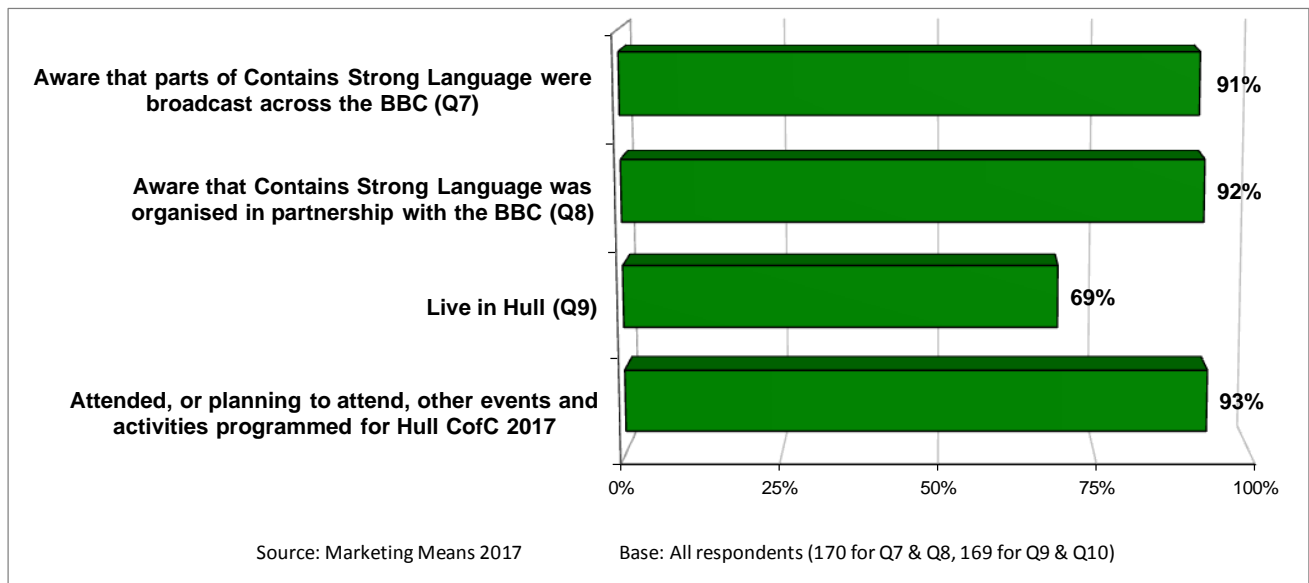
In this section, we look at audience members' awareness and opinions of certain aspects of the Contains Strong Language events, visitors' impressions of Hull, and their spend as part of their visit to attend the event(s).

5.1 Information on the audience

All respondents were asked several questions to gather information on their awareness of the BBC's involvement in the events, as well as whether they lived in Hull and whether they had or would attend other Hull City of Culture 2017 events.

Chart Q7_10.

**Were you aware that parts of Contains Strong Language were broadcast across the BBC?
Were you aware that Contains Strong Language was organised in partnership with the BBC?
Do you live in Hull?
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?**



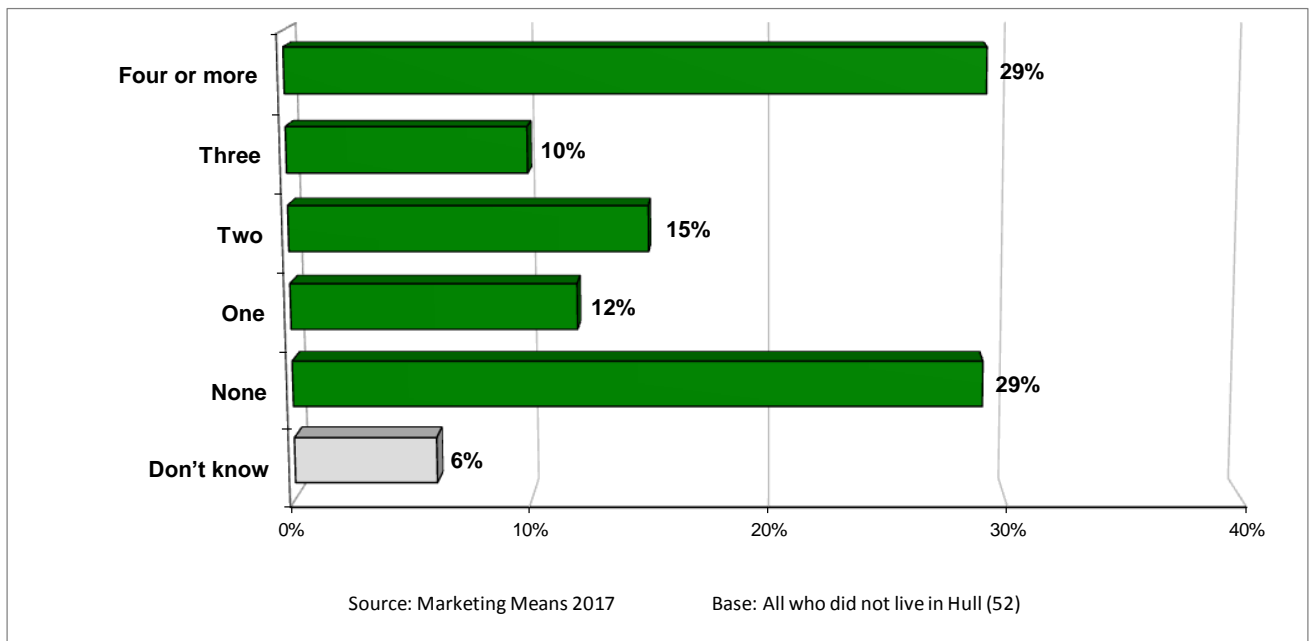
- Just over nine out of 10 people (91%) were aware that **parts of Contains Strong Language were broadcast across the BBC**.
- A similar proportion of respondents (92%) were aware that **Contains Strong Language was organised in partnership with the BBC**.
 - Awareness of the latter statement was significantly higher among those living in Hull than those elsewhere (95% vs 85% respectively).
- Just over two-thirds of respondents (69%) claimed to **live in Hull**.
- More than nine out of 10 respondents (93%) **had attended, or were planning to attend, other events or activities programmed for Hull City of Culture 2017**. Only 3% stated that they had not or would not.
 - The proportion who had attended, or were planning to attend, other Hull 2017 events was significantly higher among audience members from Hull (97% vs 85% of those from elsewhere) and among those who were not currently in employment or who had retired (97% vs 89% among those in work).

5.2 Information on non-Hull residents in the audience sample

All respondents who did not live in Hull (only 52 in total) were asked a series of questions to find out more on their reasons for visiting the city and about other aspects of their time in Hull.

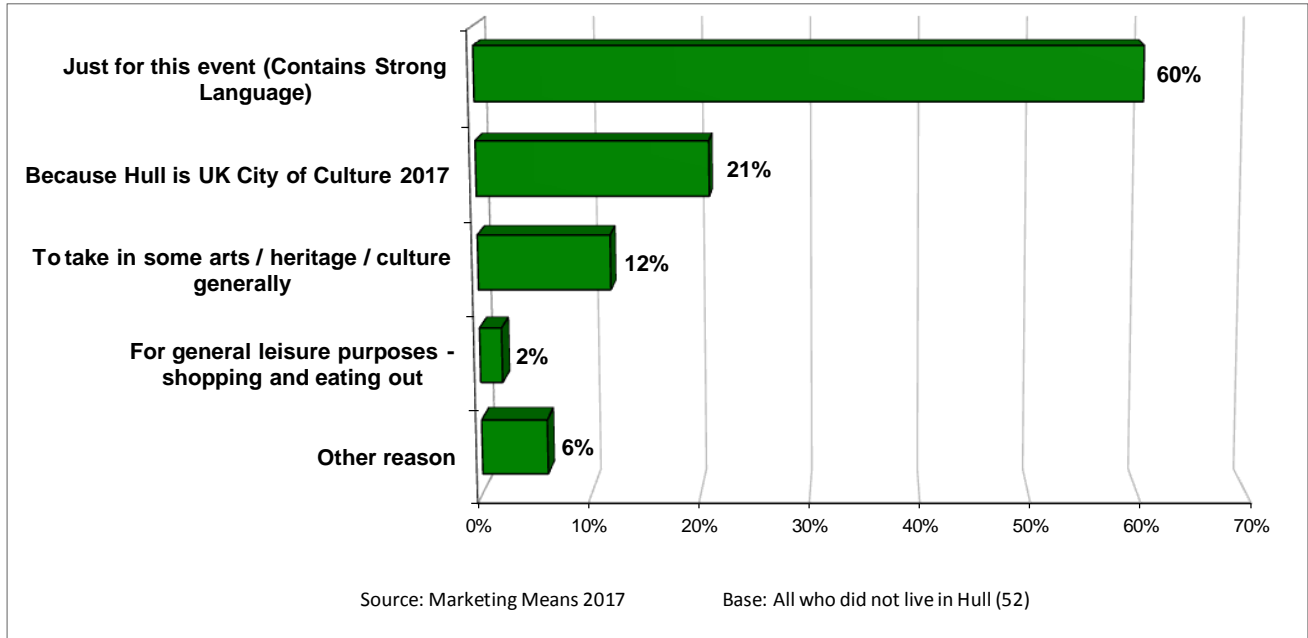
- Just under three-quarters of visitors (73%) confirmed that their visit to Hull was **mainly** due to the Contains Strong Language event. A further 21% confirmed that this was **partly** the reason for their visit, while only 6% replied that Contains Strong Language played no part.
- Two-thirds of visitors (65%) had attended or planned to attend **at least one other arts or cultural event** during their visit to Hull, as shown in Chart Q12 below. Just over a quarter (29%) had or would be taking part in **four or more other such events**, though an equal proportion had not attended, or had no plans to attend, any other such events.

Chart Q12. During this visit to Hull, how many other arts and cultural events or activities have you attended or taken part in, or do you plan to attend or take part in?



Visitors were also asked what had been the main purpose of their visit to Hull, and could give one main answer only, as summarised in Chart Q13 below.

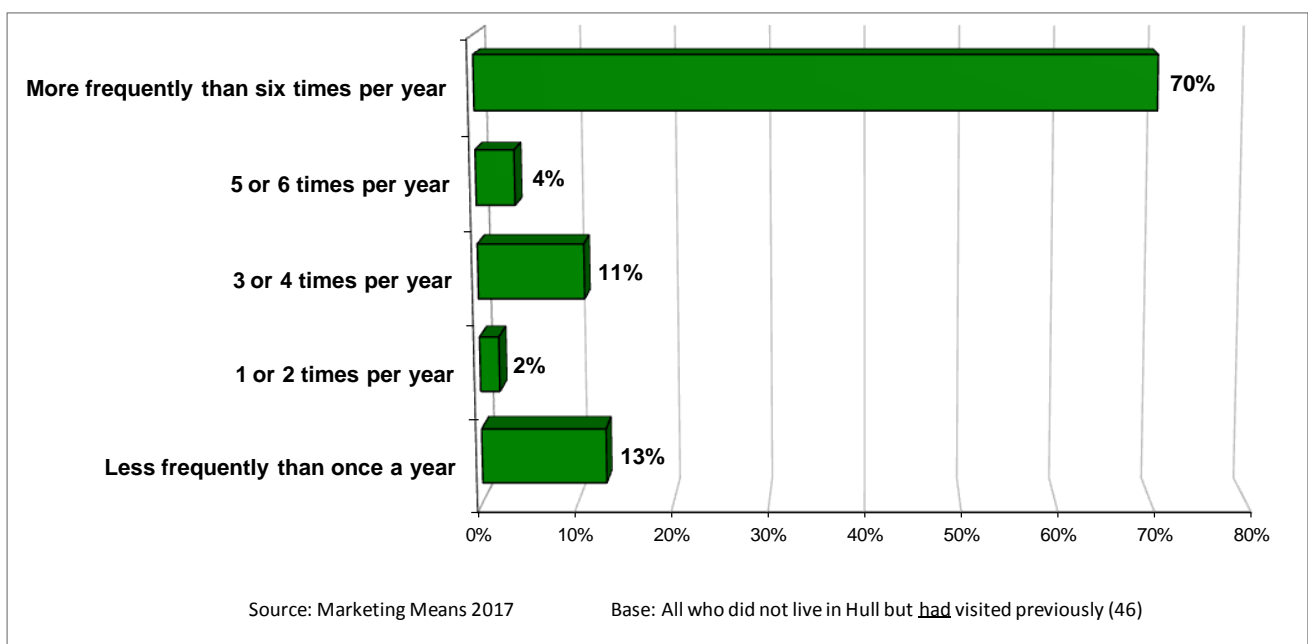
Chart Q13. When you attended Contains Strong Language, what was the main purpose of your visit to Hull?



- Nearly two-thirds (60%) had visited Hull **just for the Contains Strong Language event(s)**, while a further 21% had visited because of **Hull’s status as UK City of Culture for 2017**. Only 19% visited for any other reason, mostly to take in arts/heritage/culture generally.

Nearly nine out of ten visitors (88%) had visited Hull before coming to Contains Strong Language. This group were asked how often, on average, they visit Hull each year. The results are shown in Chart Q15 below.

Chart Q15. On average, over the course of a year, how frequently do you visit Hull?

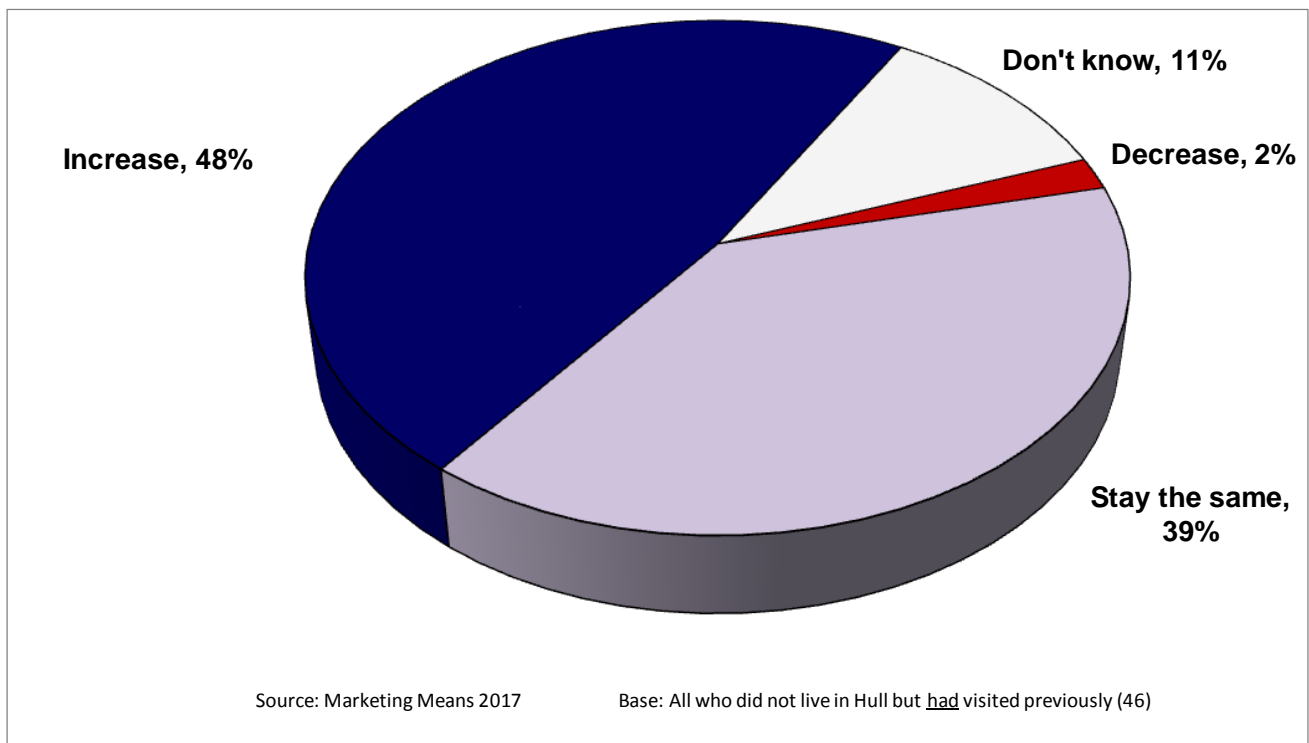


- More than two-thirds of visitors interviewed (70%) were regular visitors, and stated that they visited Hull **more than six times per year**. Only 13% normally visited less often than once per year.

- The proportion who visited more than six times per year was significantly higher among older age groups (29% among 16-44s but 76% across older respondents), and among those not in work or retired (86% vs 50% among those in work).

All who had visited Hull previously were also asked whether they thought the frequency of their visits would change in future as a result of their experience during the visit on which they attended Contains Strong Language. The results are shown in Chart Q16 below.

Chart Q16. 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?

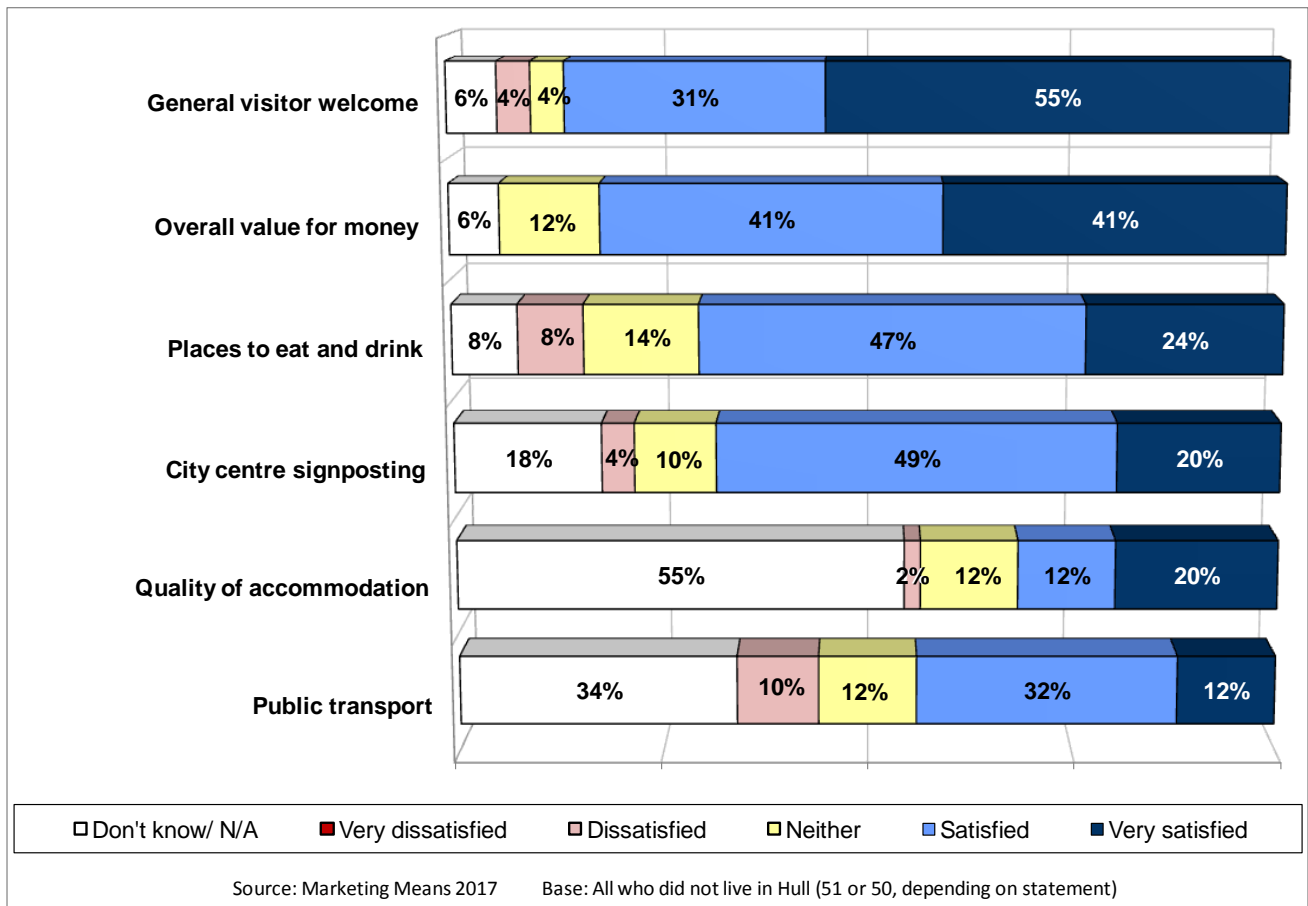


- Just under half (48%) stated that the frequency of their visits would **increase**, while 39% expected no change. Only 2% (one respondent) expected the frequency to decrease.

Only six respondents did not live in Hull and had not visited Hull before coming to Contains Strong Language. When asked to what extent they agreed or disagreed that they would visit Hull again in future, five out the six (83%) agreed that they would, with the other respondent feeling more neutral.

All visitors were asked how satisfied they were with various specific aspects of their visits to Hull. The statements and responses are shown in Chart Q18 below.

Chart Q18. As a visitor to Hull, how satisfied are you with the following?



- The aspects best-rated by visitors were the **general visitor welcome**, with 86% satisfied or very satisfied (55% very satisfied), and **overall value for money**, with 82% satisfied or very satisfied (41% very satisfied).
 - Satisfaction with the **general visitor welcome** was slightly but significantly higher among people who attended four or more events, 78% of whom were very satisfied, vs 38% of those who attended only one event.
 - Satisfaction with **overall value for money** was also slightly but significantly higher among people who attended four or more events, 78% of whom were very satisfied, vs 29% of those who attended only one event.
- **Places to eat and drink** and **City centre signposting** both also drew good levels of satisfaction, from 73% and 69% respectively, though with fewer than a quarter very satisfied with either aspect.
- About two-thirds of visitors gave a rating for **public transport**, most of whom were satisfied rather than very satisfied with this aspect of their visit.

- Fewer than half of visitors could give a rating for the **quality of accommodation**. Among those who could, most were satisfied, nearly half very satisfied.
 - All visitors were asked whether they visited for the day only, or stayed for at least one night. Nearly three-quarters (72%) visited for the day only, but **28% stayed overnight**. This sub-group, numbering 14 respondents, were asked several more questions relating to their stay.
 - Seven stayed in a hotel, four with friends/family, one in self-catering and one in an Airbnb property.
 - The average length of stay was 2.6 days (varying from one day to five days) and 1.9 nights (varying from one night to four nights).
 - The average spend on accommodation was £96 in total, ranging from zero to £320. Of those who paid for their stay, the average rose to £144, ranging from £25 to £320, averaging £72 per night.

5.3 Amount spent on self and/or group during visit to Contains Strong Language event

All respondents were asked to estimate how much they spent on themselves and others in their group (if applicable) during their visit to Hull, or their visit to the Contains Strong Language event if they were a Hull resident. They were asked to exclude any money spent on Contains Strong Language tickets.

Most respondents (142 in total) were able to provide information. Table 6 below summarises the visitor spend across a range of categories and in total, and shows the average, maximum, and minimum amounts spent in each category. These are shown for all who provided answers, as well as separately for Hull residents and those who were only visiting the city.

The highest item spend was on Food & drink, averaging £21 per group, while the average spend of visitors to the city was almost twice that of residents (£59 vs £33).

Table 6. How much do you estimate you spent on yourself and others with you on the following things during your visit, not including tickets for Contains Strong Language?

	Hull 2017 merchandise	Food & drink	Shopping	Travel and transport (including parking)	Other attractions	Spending money for children	Anything else	TOTAL
ALL RESPONSES (142):								
Average	£1.06	£21.24	£7.93	£5.58	£4.20	£0.06	£0.85	£40.92
Maximum	£35	£150	£150	£100	£200	£8	£20	£335
Minimum	£0	£0	£0	£0	£0	£0	£0	£0
HULL RESIDENTS (99):								
Average	£1.32	£17.33	£6.05	£3.54	£3.82	£0.08	£0.81	£32.95
Maximum	£35	£100	£100	£100	£200	£200	£200	£200
Minimum	£0	£0	£0	£0	£0	£0	£0	£0.00
VISITORS (43):								
Average	£0.47	£30.26	£12.26	£10.28	£5.08	£0.00	£0.93	£59.27
Maximum	£10	£150	£150	£100	£100	£0	£20	£335
Minimum	£0	£0	£0	£0	£0	£0	£0	£5

Appendix 1: Survey Questionnaire

HULCUL004 - HULL 2017 Contains Strong Language – 28th September to 1st October 2017

Q1. How many events did you attend from the Contains Strong Language programme?

READ OUT OPTIONS, IF NEEDED. Tick one only.

- Only one event
- Two or three events
- Four to six events
- More than six events

Q2. What was your main reason for attending these events as part of Contains Strong Language?

DO NOT READ OUT LIST, OTHER THAN TO CLARIFY THEIR ANSWER.

SELECT ONE ANSWER ONLY.

- Because it's part of Hull UK City of Culture 2017
- Because I'm a regular attender of Humber Mouth Festival
- 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
- 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)
-

Q3. How much would you disagree or agree with the following statements?

Read out statements in turn, waiting for them to answer before going on to the next. Select one option only for each statement.

If they say 'Agree' or 'Disagree' check whether they mean 'Strongly' or not.

"Contains Strong Language..."

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know/ Can't say
... was an enjoyable experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... gave you the opportunity to interact with other people who you wouldn't have normally interacted with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... has introduced you to new art-forms for the first time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... challenged your understanding of art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... has introduced you to new artists for the first time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... provided you with a different experience of the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... showed you that there is more to Hull than you expected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4. 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 Contains Strong Language? Read out statements in turn, waiting for them to answer before going on to the next.

IF THEY ATTENDED MORE THAN ONE EVENT, AND HAVE DIFFERENT VIEWS FOR EACH, ASK: Please could you give me your opinion based on your overall impression of the events?

	0=Strongly disagree	1	2	3	4	5	6	7	8	9	10=Strongly Agree	Don't know/ Can't say
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"/>
It was different from things you'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"/>
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"/>
It had 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"/>
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"/>
It was absorbing and held your 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"/>
You 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"/>
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"/>
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"/>

Q5 . Please could you tell me any further comments you have about Contains Strong Language or how it could be improved?

TYPE IN BELOW

The following questions will help Hull 2017 to better understand how effective their communications were with you about the event.

Q6. How did you find out about Contains Strong Language?

Please tick all that apply.

- | | |
|---|--------------------------|
| Friends/family/colleagues - told me in person | <input type="checkbox"/> |
| Friends/family colleagues – via social media / email | <input type="checkbox"/> |
| Hull 2017 Volunteer - told me or via social media / email | <input type="checkbox"/> |
| Information provided to me as a Hull 2017 volunteer | <input type="checkbox"/> |
| www.bbc.co.uk | <input type="checkbox"/> |
| www.hull2017.co.uk | <input type="checkbox"/> |
| Other website (please specify below) | <input type="checkbox"/> |
| <hr/> | |
| BBC Facebook / Twitter / Instagram / Youtube / Flickr / e-newsletter | <input type="checkbox"/> |
| Hull 2017 Facebook / Twitter / Instagram / Youtube / Flickr / e-newsletter | <input type="checkbox"/> |
| Other organisation Facebook / Twitter / Instagram / YouTube / Flickr (please specify) | <input type="checkbox"/> |
| <hr/> | |
| Advertising and printed promotional material (e.g. brochure, leaflet, flyer, billboard, poster) | <input type="checkbox"/> |
| Newspaper | <input type="checkbox"/> |
| TV | <input type="checkbox"/> |
| Radio | <input type="checkbox"/> |
| Don't remember | <input type="checkbox"/> |
| Other (please specify below) | <input type="checkbox"/> |
| <hr/> | |

Q7. Were you aware that parts of Contains Strong Language were broadcast across the BBC?

- | | |
|--------|-----------------------|
| Yes | <input type="radio"/> |
| No | <input type="radio"/> |
| Unsure | <input type="radio"/> |

Q8. Were you aware that Contains Strong Language was organised in partnership with the BBC?

- | | |
|--------|-----------------------|
| Yes | <input type="radio"/> |
| No | <input type="radio"/> |
| Unsure | <input type="radio"/> |

The following questions will help Hull 2017 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.

Q9. Do you live in Hull?

- Yes - Answer Q10 then go to Q23
No - Continue

Q10. 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

[Q11-Q22 ONLY ASKED OF VISITORS TO HULL]

Q11. Was your visit to Hull on the day or days you attended Contains Strong Language mainly, partly, or not at all due to that event?

- Mainly
Partly
Not at all

Q12. During this visit to Hull, how many other arts and cultural events or activities have you attended or taken part in, or do you plan to attend or take part in?

IF THEY ASK YOU TO CLARIFY WHAT WE MEAN: Other arts and cultural events/ activities might include a visit to an art gallery or museum, attending a show at City Hall, or attending an arts-related lecture at the University of Hull.

- None
One
Two
Three
Four or more
Don't know

Q13. When you attended Contains Strong Language, what was the main purpose of your visit to Hull? DO NOT READ OUT ANSWERS - 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'm on a study trip
- For general leisure purposes – shopping and eating out
- For work/ Because I work in Hull
- Just for this event (Contains Strong Language)
- Other reason (TYPE IN BELOW)
-

Q14. Had you been to Hull before coming to Contains Strong Language?

- Yes – Q15 and Q16 WILL BE ASKED, BUT NOT Q17
- No – Q15 AND Q16 WILL BE SKIPPED

Q15. On average, over the course of a year, how frequently do you visit Hull?

READ OUT OPTIONS IF NECESSARY

- Less frequently than once a year
- 1 or 2 times per year
- 3 or 4 times per year
- 5 or 6 times per year
- More frequently than six times per year
- Don't know/ Refused

Q16. 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?

READ OUT OPTIONS IF NECESSARY

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

[Q17 ASKED ONLY IF Q14=NO, i.e. not visited Hull before]

Q17. To what extent do you disagree or agree that you will visit Hull again in future?

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know/ Can't say
0	0	0	0	0	0

Q18. As a visitor to Hull, how satisfied are you with the following?

Read out statements in turn, waiting for them to answer before going on to the next.

If they say 'Satisfied' or 'Dissatisfied' check whether they mean 'VERY' or not.

	Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	Not applicable/ Don't know
General visitor welcome	0	0	0	0	0	0
Public transport	0	0	0	0	0	0
Overall value for money	0	0	0	0	0	0
Places to eat and drink	0	0	0	0	0	0
Quality of accommodation	0	0	0	0	0	0
City centre signposting	0	0	0	0	0	0

Q19. Did you visit just for the day, or did you stay overnight when you attended Contains Strong Language?

Just for the day

Stayed overnight

Q20. During your visit, at the time you attended Contain Strong Language, how many nights in total did you stay in the area, and how many days in total ?

TYPE IN BELOW

Number of days: _____

Number of nights: _____

Q21. Please could you tell me how much you spent personally on accommodation in Hull overall as part of your visit (to the nearest £)?

TYPE IN BELOW

TYPE ZERO IF THEIR ACCOMMODATION WAS FREE, BUT LEAVE BLANK IF THEY DON'T KNOW OR PREFER NOT TO ANSWER

£ spent on accommodation: _____

Q22. What type of accommodation did you stay in?

READ OUT LIST IF NECESSARY. Tick all that apply.

- Bed and Breakfast
 - Guest House
 - Hotel
 - Self-catering
 - Friends/family
 - Static caravan
 - Touring caravan
 - Camping
 - Other – please specify below:
-
- Refused to say

We are asking the following questions to measure the impact that arts and cultural events have on the economy of Hull. 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 by Hull 2017.

Q23. How much do you estimate you spent on yourself and others with you on the following things during your visit, not including tickets for Contains Strong Language ?

READ OUT EACH CATEGORY BELOW, AND TYPE THE ANSWER FOR EACH.

TYPE '0' OR 'Zero' IF THEY SPENT NOTHING, BUT LEAVE BLANK IF THEY DON'T KNOW OR PREFER NOT TO ANSWER.

- Hull 2017 merchandise (e.g. Mugs, t-shirts): _____
- Food and drink: _____
- Shopping: _____
- Travel and transport (including parking): _____
- Other 'attractions': _____
- 'Spending money' for children: _____
- Anything else: _____

[READ OUT] The following questions are to enable Hull 2017 to better understand their audiences, and to determine how effective they 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.

Q24. Please could you tell me your postcode?

IF THEY ASK WHY: This will be used for evaluation purposes only, to map the audience for this project. IF THEY DON'T WANT TO TELL YOU THEIR FULL POSTCODE, ASK THEM TO GIVE YOU AT LEAST THE FIRST HALF AND THE FIRST DIGIT OF THE SECOND PART, e.g. "HU1 7".

IF THEY LIVE OUTSIDE THE UK, JUST ASK FOR THE COUNTRY THAT THEY LIVE IN AND TYPE THAT IN BELOW. TYPE "REF" IF THEY REFUSE.

Postcode: _____

Q25. Which of the following best describes your employment status?**READ OUT OPTIONS, AND SELECT ONE ANSWER ONLY**

- | | |
|--|-----------------------|
| Employed / working full or part time | <input type="radio"/> |
| Self-employed | <input type="radio"/> |
| Unemployed | <input type="radio"/> |
| On a government scheme for employment training | <input type="radio"/> |
| Looking after family / home | <input type="radio"/> |
| Unable to work | <input type="radio"/> |
| Retired | <input type="radio"/> |
| Student | <input type="radio"/> |
| Prefer not to say/ Refused | <input type="radio"/> |

Q26. Are you ...?[READ OUT ONLY IF NECESSARY]

- | | |
|---|-----------------------|
| Male | <input type="radio"/> |
| Female | <input type="radio"/> |
| Transgender | <input type="radio"/> |
| Gender non-conforming | <input type="radio"/> |
| Other (please describe - TYPE IN BELOW) | <input type="radio"/> |

[DON'T READ OUT] Prefer not to say/ Refused

Q27. How would you describe your ethnic background?**DON'T READ OUT LIST UNLESS IT HELPS TO CLARIFY THEIR ANSWER.****CODE ONE ANSWER ONLY.**

- | | | |
|--|-----------------------|-------|
| White - English/ Welsh/ Scottish/ Northern Irish/ British | <input type="radio"/> | |
| White - Irish | <input type="radio"/> | |
| White - Gypsy or Irish Traveller | <input type="radio"/> | |
| White - Polish | <input type="radio"/> | |
| White - Any other White background [TYPE IN BELOW] | <input type="radio"/> | _____ |
| Mixed/multiple ethnic groups - White and Black Caribbean | <input type="radio"/> | |
| Mixed/multiple ethnic groups - White and Black African | <input type="radio"/> | |
| Mixed/multiple ethnic groups - White and Asian | <input type="radio"/> | |
| Mixed/multiple ethnic groups - Any other Mixed/multiple ethnic background [TYPE IN BELOW] | <input type="radio"/> | _____ |
| Asian/Asian British - Bangladeshi | <input type="radio"/> | |
| Asian/Asian British - Indian | <input type="radio"/> | |
| Asian/Asian British - Pakistani | <input type="radio"/> | |
| Asian/Asian British - Chinese | <input type="radio"/> | |
| Asian/Asian British - Any other Asian background[TYPE IN BELOW] | <input type="radio"/> | _____ |
| Black/African/Caribbean/Black British - African | <input type="radio"/> | |
| Black/African/Caribbean/Black British - Caribbean | <input type="radio"/> | |
| Black/African/Caribbean/Black British - Any other Black/African/Caribbean background [TYPE IN BELOW] | <input type="radio"/> | _____ |
| Arab | <input type="radio"/> | |
| Any other ethnic background [TYPE IN BELOW] | <input type="radio"/> | _____ |
| Prefer not to say/ Refused | <input type="radio"/> | |

Q28. Which of the following age groups do you fall into?

- | | |
|----------------------------|-----------------------|
| 16 – 17 | <input type="radio"/> |
| 18 – 19 | <input type="radio"/> |
| 20 – 24 | <input type="radio"/> |
| 25 – 29 | <input type="radio"/> |
| 30 – 34 | <input type="radio"/> |
| 35 – 39 | <input type="radio"/> |
| 40 – 44 | <input type="radio"/> |
| 45 – 49 | <input type="radio"/> |
| 50 – 54 | <input type="radio"/> |
| 55 – 59 | <input type="radio"/> |
| 60 – 64 | <input type="radio"/> |
| 65 – 69 | <input type="radio"/> |
| 70 – 74 | <input type="radio"/> |
| 75 + | <input type="radio"/> |
| Prefer not to say/ Refused | <input type="radio"/> |

Q29. 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?**IF 'Yes', CHECK WHETHER THEY ARE LIMITED A LITTLE OR LIMITED A LOT.**

- | | |
|---|-----------------------|
| No | <input type="radio"/> |
| Yes- limited a little | <input type="radio"/> |
| Yes - limited a lot | <input type="radio"/> |
| [DON'T READ OUT] Prefer not to say/ Refused | <input type="radio"/> |

Q30. How many people, including yourself, were in your group at Contains Strong Language? Please enter in a numerical format, i.e. '2' as opposed to text format 'two'.

Q31. Including yourself , how many people were in your group in each of the following age categories?

READ OUT THE CATEGORIES (OR AS MANY AS YOU NEED TO CONFIRM AGES IN THEIR PARTY), AND WRITE THE NUMBER OF PEOPLE IN EACH BOX. YOU CAN LEAVE A BOX BLANK RATHER THAN TYPING '0'. DON'T FORGET TO INCLUDE THE PERSON YOU'RE SPEAKING TO!

Age 0-2	_____
Age 3-5	_____
Age 6-10	_____
Age 11-15	_____
Age 16-17	_____
Age 18-19	_____
Age 20-24	_____
Age 25-29	_____
Age 30-34	_____
Age 35-39	_____
Age 40-44	_____
Age 45-49	_____
Age 50-54	_____
Age 55-59	_____
Age 60-64	_____
Age 65-69	_____
Age 70-74	_____
Age 75+	_____
Prefer not to say/ Refused	0

Q32. Would you be happy for Hull 2017, the University of Hull or their official evaluators to contact you to take part in future research?

CODE 'NO' IF THEY ARE UNCERTAIN.

Yes	<input type="radio"/>
No	<input type="radio"/>

Q33. To let them do that, please could you give me some contact details for yourself?

GO THROUGH THE BOXES BELOW.

IF THEY ARE CONCERNED, TELL THEM: Please be assured that your details will not be used for any purposes other than for asking you to take part in future research.

Name: _____

Email address: _____

Telephone number (TYPE 'Same' IF THEY SAY THE NUMBER YOU'RE CALLING ON): _____

That's all of the questions that I have. Thank you for your time today.

Just to confirm, my name is (...) and I've been calling today from Marketing Means, an independent research agency, on behalf of Hull City of Culture 2017.

If you'd like to check that this survey is a genuine piece of research, I can give you either our own number or the Market Research Society's phone number. Do you need either of those numbers?

IF YES:

Marketing Means = 0800 849 8014

Market Research Society number = 0800 975 9596

Appendix 2: Verbatim listings of comments made by interviewees

Q2_1. Which specific actors or artists did you want to see? [If that reason given at What was your main reason for attending these events as part of Contains Strong Language?

All artists appearing at 'The Verb', 11.30am, Fri 29th Sept. Fantastic, every one.
Attracted to poetry & particularly interested in Wilde about the Boy & Monica Ali
BBC Philharmonic and the fact it was A Clockwork Orange.
Ben Watt & Tracey Thorn
Cerys Matthews
Dean Wilson
Dean Wilson
Douglas Dunn, Julie Hesmondhalgh,/ Jeremy Irons, Kate Tempest, The Unthanks
Douglas Dunn. The Unthanks.
Dr John Cooper Clarke
Ellen Crimlis
Everything But The Girl. Simon Armitage.
Fitted in with week off work
Grace Nichols, Jacob Polley
I am a writer/poet
I love live performance in general
I particularly wanted to see 2 artists - Dr John Cooper Clarke & The Unthanks but my main motivation for attending the other events was to see if I liked poetry.
I was in the programme.
Ian Macmillan
Ian McMillan
Imtiaz Darker, Ian McMillan, Zena Edwards, Maxine Peake, Brian Patten, Roger McGough
Interested in Spoken word poetry
Jeremy Irons
Jeremy Irons
Jeremy Irons and Julie Hesmondhalgh
Jeremy Irons and Julie Hesmondhalgh
Jeremy Irons was a key motivator, but also I wanted to support Hull17
Jeremy Irons.
Jo Whiley and Cerys Matthews.
John Agard
John Agard, Sean O'Brien
John Cooper Clark
John Cooper Clarke
John Cooper Clarke

John Cooper Clarke
John Cooper Clarke
Kate Robins and Julie Colbert
Kate Tempest
Kate tempest
Kate Tempest
Kate Tempest
Kate Tempest
Kate Tempest, Unthanks
Laura Potts new poet the Verb
Lindsey Chapman
Louise Wallwein, Imtiaz Dharker, Brian Patten, Roger McGough
Love Larkin poetry
Michael Dickman, The Verb recordings, Tracey Thorn, Ben Watts
Roger McGough Brian Patten
Sean O'Brien
Simon Armitage and Everything But The Girl
Simon Armitage, Michael Symmons Roberts, Imtiaz Dharker
The Unthanks
The Unthanks
The Unthanks
The Unthanks
Tracey Thorn, Ben Watt, Simon Armitage
Trinidad poets, Joe Hakim, Grace Nicols, John Agard, Isaiah Hull
Unthanks/Nick & Molly Drake
Zena Edwards
Zena Edwards
Zena Edwards, Julie Hesmondhalgh

Q5 . Please could you tell me any further comments you have about Contains Strong Language or how it could be improved?

[asked of all respondents]

A greater amount of local artists featured.
A lot of the venues were small. Unless you are active, you're not going to see it. Some of them were sold out.
A really strong event which added a new dimension to the City of Culture programme
Better advertising
better publicity. the event I attended only attracted a handful of people, even though it was free
Difficult to get to some elements during the working day
Dr John Cooper Clarke is someone my Mum has admired since the 70's/80's and introduced me to as a teen. He's been on our wish list for some time and so please city of culture gave us the opportunity
Email reminders could have been sent to ticket holders on day before events to increase numbers attending.
Events at the central library could be better organised. I could hear all the chatter from library staff and attendees.
Excellent
Excellent - a good range and variety
Good to have performers bringing very different styles and content. First time for me to watch performance poetry - will do so again!
Great diversity of local and national and international performers, each shown equal respect and given space and audiences
Great to have the opportunity to see and hear 2 extremely talented actors read these beautiful words here in Hull.
Great use of local authors and artists. More publicity of them being from the area would have been appreciated and less focus on the bigger non-local names.
Great, thank you
Greatly enjoyed it
I am finding this difficult to fill in as the questions don't seem to apply to what the event meant to me.
I attended the Front Row performance and I know it's important to have balance, but it was unfortunate that one of the guests was consistently negative about City of Culture and its organisation and contribution to our city. It was embarrassing to have someone like that on a nationally-broadcast programme and it must have been deliberate as he has form for 'doing down' what's happening and banging on about local talent (who have almost all benefitted from CoC). Otherwise that and Will Self, 'How was your day?', the other event I attended, were excellent in every regard.
I cannot comment on how it could be improved. I would like more and more events like that in Hull.
I can't imagine how it could've been improved. It was one of the most interesting things I've seen in Hull. It was unexpectedly interesting. It was really diverse and massively democratic in all its variation. It was fantastic and comprehensive. One of the best festivals this year.
I couldn't afford to buy tickets for Kate Tempest and The Unthanks but got to see them as a volunteer, missed out on John Cooper Clark and was gutted. Cheaper tickets and concessionary rate for unemployed and volunteers. Would also have liked events to have utilized venues across city not just city centre
I don't know how it could have been improved. It was well spread out. I thought the venues were very good. You didn't have to walk far. Different performances in different venues was a particular strongpoint, they were all accessible to each other. It was well timed.

I don't think it could be improved, it was brilliant. It was an adult audience. They could have more for young children. It could be more family orientated.
I don't think it could have been improved. I absolutely loved it, I would go and see more.
I don't think they could have improved it. It was well thought out. There were loads of opportunities. It was a fabulous experience.
I heard radio broadcasts of events I couldn't attend and they were great too.
I just wish I had had more time to spend in Hull, but I came from Sweden mainly for this plus an event in London and could not stay longer. It was one of the best and most diverse programmes I have met, but I could only attend two: Ben Watt/Tracey Thorn - which was why I came to Hull - and the Spoken Word BBC1Xtra - which actually was something of the best I have been to for the last two years. So I am thankful I went to Hull to see Watt/Thorn, because that led me to the other event which was actually so much better!!!!
I love the concerts in the Minster - a great venue and very forward thinking, well done to everyone involved.
I only went to New Voices but I really enjoyed it. I thought I may be nice to have it in a cafe setting.
I think it was intriguing the way it was done. You hear and see something you wouldn't normally experience.
I think it was very good with the links up with radio and to. The radio 3 broadcast was good. It is putting Hull on the map having it on the BBC.
I think there was too much in too short a time. I missed some things. But it was brilliant and wonderful.
I thought it was absolutely perfect. It was wonderful.
I thought it was an excellent event. I'm not sure how it could be improved. The only negative comment I have is that I didn't have time to see everyone I wanted to see because some events clashed.
I thought it was phenomenal. The BBC and the presentation were incredible. It was very professional. The actors and the poets were very good. The stories were lovely. I couldn't get enough of it.
I thought it was very good. I can't think of any improvements.
I thought the performers were excellent, from the local ones through to the professional. I was happy to see the BBC behind it. Maybe they could have had easier access, the website can be a bit difficult at times. It was nice to see the local venues used.
I used to live in Hull, and have always come back regularly to visit friends. But 2017 has been so great, not only for me but for all my Hull friends who are at last able to access lot of different and interesting things without having to travel halfway across the country to do it. Contains Strong Language was another example of Hull 2017 getting things right.
I went to the Kate Tempest event.....very good BUT the sound was so indistinct that I had to watch Let them eat chaos on YouTube to hear the words.
I would have liked a bit more publicity. I get some newsletters. I would've liked to have somehow found out more.
I would've like it to be better attended. The venues could be more intimate because of that. Different things were programmed at the same time. I didn't like to see such an empty room when people had travelled miles to attend. I found it thought provoking, and it really moved me. It made me write poetry as well.
If I had been sat nearer to the entrance I would have walked out
It was a fantastic experience. It was amazing to hear poetry read by renowned poets. I liked the way the tide of Humber, linked strongly with Hull and its association with the river. It was a strong sense of place. That was reinforced by the combinations of art forms, as in poetry, and the dance links.
It was a shame that photos of the 2 actors were not allowed during told to turn phones off and there was no opportunity to do so at the end as the actors were rushed off the stage so quickly.
It was absolutely brilliant.

It was really enjoyable. I would like it to have been a bit longer with more artists.
It was really great. I wish I could've stayed for longer. I don't live in Hull. The people I met, they told me about the other events. I wish I had stayed.
It was really well done and I thoroughly enjoyed it. I did find it difficult to get tickets. Navigating the web sites etc.
It was something new to me.
It was very good and professional
John Cooper Clark - brilliant
Maybe I found out about it late in the day. It could have been flagged up better by the media. They could have advertised it as the UK's biggest festival of new writing.
Maybe some more interactive workshops and slightly better signposting, but other than that it was brilliant - one of the highlights of Hull 2017!
Maybe the publicity angle could've been broader. They could've reached more people who wouldn't attend that type of event. They also could have been better attended.
Middleton Hall. Fab venue.
Needed more advance publicity: I felt I had to actively "spread the word", and when I spoke about it afterwards too many people said they were unaware of it
No I don't think I can.
No improvements.
Not much time between events to get to different venues that I would have liked to go to.
Possible refund on ticket bought for friend who didn't attend
Sick time, of saturating realness
Some of the performers were on at times I could not get t e.g. weekday mornings/afternoons.
Thank you for the tickets
The event I attended was excellent. It opened my eyes to some of the performers such as Joelle Taylor and John Eglew.
The events at the library were an afterthought and went largely unnoticed, a little more equality across the venues please - don't just favour the more high-end venues.
The one we went too, it could not have been improved. Having time at the end, to speak to some of the participants. There was a queue to speak to one artist. It was extremely good.
The organisation was fine but one event I went to the artist appeared ill-prepared and his material was not interesting to me.
The retailers in Hull could've got more involved. Waterstone's could've had a display of poetry etc.
The show that we attended was brilliant, excellent venue with very efficient, courteous and helpful staff. Friendly and appreciative audience. Really good night all round.
There were so many events. I would've preferred it over a longer time span. Quite a few times things clashed.
They could've put it in a bigger venue. It was not well advertised. I only knew because my partner is a Hull 2017 volunteer.
This was quality stuff. Audience sizes disappointing however. Hopefully they will grow in future through word of mouth.
This was the first time we saw our daughter perform as herself using her own material so we were very proud but we also really enjoyed everyone else as well. Some amazingly thought-provoking poetry, especially the lady from Trinidad's poem about Hull!!

Thought Lindsey Chapman did an excellent job pulling together
Wanted to attend more of the events but had to work! ;(
We enjoyed looking at the book shop whilst we were waiting.
We found it absorbing and it was something new for us. It was fantastic.
What I thought was brilliant were the events taking place during the weekdays. I only attended two events - one required me to take an early lunch break; the other a late one - and it was uplifting and inspiring to do something like that during the normal working day. I'm still feeling the benefits of it now.
Wonderful event. Rich and exciting programme. Loved seeing the BBC in action. Some issues with sound quality in the library venue
Would have like to stand more events but didn't have time.
Would have liked to know more about the poets and where to find their published work.