|  |  |
| --- | --- |
| **OFFICE USE ONLY** |  |
| **Event Name / Ref no: Where Do We Go From Here?** | **Date of interview:** |

Hello, my name is …….and I’m calling on behalf of Hull 2017 from a company called Marketing Means. One of the Hull 2017 Volunteers spoke to you on <day> at the ‘Where Do We Go From Here?’ event in Hull city centre and you said that we could call you to ask some questions. Would it be OK to talk to you now – it will take about 12 minutes? *(Make appointment if not convenient).*

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

1. **Did you know, before you attended ‘Where Do We Go From Here?’, that it was part of Hull UK City of Culture 2017?** *Select one only*Yes 🞏 No 🞏 Don’t remember 🞏
2. **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?** *Select one only*  
   Yes 🞏 No 🞏 Not sure 🞏
3. **I am going to read out a list of the locations for ‘Where Do We Go From Here?’ . Please can you confirm which you have seen?** *Select all that apply*

|  |  |
| --- | --- |
| Beverley Gate (*The Gatekeepers*) | 🞏 |
| Trinity Square (*An Inquisitive Acquaintance*) | 🞏 |
| Wilberforce House (*Conversation*) | 🞏 |
| Museums Quarter (*Streetlife*) | 🞏 |
| [DON’T READ OUT] None of the the above – can’t remember any specifically |  |

1. **Which of the following supporting events did you OR do you plan to attend linked to ‘Where Do You Go From Here?’** *Select one answer for each*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Attended | Plan to attend  **(if date not yet passed)** | Did not / Do not plan to attend | Don’t know |
| Artist Talk by Jason Bruges Middleton Hall, 7pm on Monday 4 December | 🞏 | 🞏 | 🞏 | 🞏 |
| Exhibition of work by four Hull-based artist collectives, 19 December to 7 January | 🞏 | 🞏 | 🞏 | 🞏 |
| Live art, interventions, and conversation café, 11am to 3pm on 7 January | 🞏 | 🞏 | 🞏 | 🞏 |

1. ***[Up to and including 7th January]* Where Do We Go From Here? runs for 36 days. How many times have you visited so far, and how many more times do you plan to visit?** *Select one answer for each*

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | | Once | | Twice | | Three times | Four times | Five time | Six + times | Don’t know |
| Visited so far | | | | 🞏 | | 🞏 | | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| No. of additional times they plan to visit | | | | 🞏 | | 🞏 | | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

***[After 7 January]* Where Do We Go From Here? ran for 36 days. How many times did you visit?** *Select one only*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Once | 🞏 |  |  | Four times | 🞏 |  |  |
| Twice | 🞏 |  |  | Five times | 🞏 |  |  |
| Three times | 🞏 |  |  | Six or more times | 🞏 |  |  |

1. **I’m going to read out a list of statements about why you might have attended ‘Where Do We Go From Here?’. When I have read them all, I want you to tell me, What your main reason for attending the ‘Where Do We Go From Here?’ event was? Is it:** *Select one only*

🞏 Because it’s part of Hull UK City of Culture 2017 🞏 It’s a unique experience not to be missed

🞏 General interest in this type of event 🞏 Wanted to see / do something creative

🞏 Specific interest in the artists involved (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

🞏 Getting involved in what’s happening 🞏 Trying something new or different

🞏 Something to do while I’m in Hull on business 🞏 It’s affordable / good value

🞏 Something to do with friends / family 🞏 Something to do with the kids

🞏 Interested to find out more about Hull 🞏 No particular reason / someone else’s idea

🞏 Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 🞏 I was in town anyway

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

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Very  unlikely |  |  |  |  |  |  |  |  |  | Very  Likely |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

1. **On a scale of 0-10, where 0 is strongly disagree and 10 is strongly agree, how much would you agree or disagree with the following statements about the ‘Where Do We Go From Here?’ event?** (please choose one option for each statement)

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **It was an interesting idea** | | | | | | | | | | |
| Don’t know | Strongly disagree |  |  |  |  |  |  |  |  |  | Strongly agree |
| DK | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **It was well produced and presented** | | | | | | | | | | |
| Don’t know | Strongly disagree |  |  |  |  |  |  |  |  |  | Strongly agree |
| DK | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **It was different from things I’ve experienced before** | | | | | | | | | | |
| Don’t know | Strongly disagree |  |  |  |  |  |  |  |  |  | Strongly agree |
| DK | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **It was thought-provoking** | | | | | | | | | | |
| Don’t know | Strongly disagree |  |  |  |  |  |  |  |  |  | Strongly agree |
| DK | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **It was absorbing and held my attention** | | | | | | | | | | |
| Don’t know | Strongly disagree |  |  |  |  |  |  |  |  |  | Strongly agree |
| DK | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **I would come to something like this again** | | | | | | | | | | |
| Don’t know | Strongly disagree |  |  |  |  |  |  |  |  |  | Strongly agree |
| DK | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **It is important it’s happening here in Hull** | | | | | | | | | | |
| Don’t know | Strongly disagree |  |  |  |  |  |  |  |  |  | Strongly agree |
| DK | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **It has something to say about the world in which we live** | | | | | | | | | | |
| Don’t know | Strongly disagree |  |  |  |  |  |  |  |  |  | Strongly agree |
| DK | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **It was well thought through and put together** | | | | | | | | | | |
| Don’t know | Strongly disagree |  |  |  |  |  |  |  |  |  | Strongly agree |
| DK | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

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

| **Where Do We Go From Here?…** | Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree | Don’t know / Can’t say |
| --- | --- | --- | --- | --- | --- | --- |
| …gave everyone the chance to share and celebrate together | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏 |
| …was an enjoyable experience | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏 |
| …showed me that there is more to Hull than I had expected’ | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏 |
| …gave me the opportunity to interact with other people who I wouldn’t have normally interacted with | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏 |
| …has made me think that getting involved in a project as a volunteer looks like fun | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏 |
| ...made me think about Hull’s contribution to the world' | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏 |
| …made me look at Hull's historic buildings and spaces in a different way' | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏 |
| …provided me with a different experience of the city' | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏 |
| …challenged my understanding of art' | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏 |

1. **How far would you agree or disagree with the following statements about ‘Where Do We Go From Here?’. Again, for each one, you can say Strongly Agree, Agree, Neither agree nor disagree, Disagree, or Strongly Disagree. The first statement is….***read out list, select one answer for each.*

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

1. **On a scale of 0-10, where ‘0’ is ‘Not at all’ and ‘10’ is ‘A lot’, how much has ‘Where Do We Go From Here?’ made you take notice of Hull’s historic buildings and monuments?**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Don’t know | Not at all |  |  |  |  |  |  |  |  |  | A lot |
| DK | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |







1. **In the last 12 months have you visited Hull’s Old Town Hull (e.g. High Street, Museums Quarter, Hepworth Arcade, Ye Olde White Harte, Beverley Gate, George Hotel).**  
   Yes 🞏 No 🞏 Don’t remember 🞏
2. **Now you have had a chance to reflect on the question posed by the event, what answer would you give to “Where Do We Go From Here?”**

|  |
| --- |
|  |

1. **Is there anything else you would like to share about your experience at ‘Where Do We Go From Here?’**

|  |
| --- |
|  |

1. **How did you find out about the ‘Where Do We Go From Here?’ event?**

Ask unprompted and then prompt if necessary i.e: Was it: *Select 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.hull2017.co.uk

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

🞏 Hull 2017 Facebook / Twitter / Instagram / Youtube / Flickr / enewsletter

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

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

🞏 Newspaper

🞏 TV

🞏 Radio

🞏 Saw them setting up the event in town

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

1. **What is your country of residence?** (CATI Scripting - Drop down list with UK at top. Full list of all countries plus ‘other’. Route UK residents to Q17 and non-UK to Q18.)
2. **Do you live in Hull?**

|  |  |  |  |
| --- | --- | --- | --- |
| 🞏 | Yes (Go to Q30) | 🞏 | No (Go to Q18) |



1. **Was your visit to Hull City Centre on the day of the ‘Where Do We Go From Here?’ event mainly, partly or not at all due to ‘Where Do We Go From Here?’** *Select one*

🞏 Mainly 🞏 Partly 🞏Not at all

1. **During the visit to Hull, when you attended ‘Where Do We Go From Here?’ how many other arts and cultural events / activities did you 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)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| One | 🞏 |  |  | Four or more | 🞏 |  |  |
| Two | 🞏 |  |  | Don’t remember | 🞏 |  |  |
| Three | 🞏 |  |  |  |  |  |  |

1. **When you attended ‘Where Do We Go From Here?’ what was the main purpose of your visit to Hull?** (Read out options. Select one)

🞏 Because Hull is UK City of Culture 2017

🞏 To take part in some arts / heritage / culture generally 🞏 To visit family / friends

🞏 To attend business meetings or a conference 🞏 I was on a study trip

🞏 For general leisure purposes – shopping and eating out 🞏 I work in Hull

🞏Just for ‘Where Do We Go From Here?’ 🞏 Other (please specify)

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



1. **Had you been to Hull before attending ‘Where Do We Go From Here?’**

|  |  |  |  |
| --- | --- | --- | --- |
| 🞏 | Yes (Go to Q22) | 🞏 | No (Go to Q24) |

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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Less frequently than once a year | 🞏 |  |  | 5-6 times per year | 🞏 |  |  |
| 1-2 times per year | 🞏 |  |  | More frequently than six times a year | 🞏 |  |  |
| 3-4 times per year | 🞏 |  |  | Don’t know | 🞏 |  |  |

1. **Based on your experience during the visit when you attended ‘Where Do We Go From Here?’, do you think the frequency of your visits to Hull over the course of a year will increase, decrease or stay the same?**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Increase | 🞏 |  |  | Don’t know | 🞏 |  |  |
| Stay the same | 🞏 |  |  |  |  |  |  |
| Decrease | 🞏 |  |  |  |  |  |  |

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

**'Based on my experience of Hull during my visit to ‘Where Do We Go From Here?’, I will visit Hull again in future'**

| Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree | Don’t know / Cant’ say |
| --- | --- | --- | --- | --- | --- |
| 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) | 🞏 |

1. **As a visitor to Hull, on a scale of 1 to 5 where 1 means very dissatisfied and 5 means very satisfied, how satisfied or dissatisfied are you with the following?**

|  | Very dissatisfied 1 | 2 | Neutral  3 | 4 | Very satisfied  5 | N/A  0 |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| General visitor welcome | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |  |
| Quality of accommodation | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |  |
| Places to eat and drink | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |  |
| Public transport | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |  |
| Overall value for money | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |  |
| City centre signposting | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |  |

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

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

🞏 just for the day ***(go to Q30)***

🞏 stayed overnight ***(go to Q27)***

1. **During your visit, at the time you attended ‘Where Do We Go From Here?’, how many nights did you stay in the area \_\_\_\_\_\_\_\_\_ and how many days\_\_\_\_\_\_\_?**

|  |
| --- |
| £  (accommodation) |

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

🞏 Bed and Breakfast 🞏 Static caravan

🞏 Guest House 🞏 Touring caravan

🞏 Hotel 🞏 Camping

🞏 Self-catering 🞏 Airbnb

🞏 With friends / family

**ASK ALL FROM HERE:**

1. **How much do you estimate you spent on you and others with you on the following in Hull on the day of ‘Where Do We Go From Here?’ as part of your visit?** (please enter to the nearest £, or enter zero if none – if the respondent does not know of would prefer not to answer leave the boxes blank )

|  |  |
| --- | --- |
| Hull 2017 merchandise | £ |
| Food and drink | £ |
| Shopping | £ |
| Travel and transport (including parking) | £ |
| Other ‘attractions’ | £ |
| ‘Spending money’ for children | £ |
| Other | £ |











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

1. **What is your post code? (If from outside the UK, leave blank).** *This will be used for evaluation purposes only, to map audiences for our project and will not be used to market to you*

|  |
| --- |
|  |

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

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

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

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

1. **Are you:**

🞏 Male

🞏 Female

🞏 Transgender

🞏 Gender non-conforming

🞏 Prefer not to say

🞏 Other (please describe)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

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

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 🞏 16 – 17 | 🞏 18 - 19 | 🞏 20 – 24 | 🞏 25 - 29 | 🞏 30 – 34 |
| 🞏 35 – 39 | 🞏 40 - 44 | 🞏 45 - 49 | 🞏 50 - 54 | 🞏55 – 59 |
| 🞏 60 – 64 | 🞏 65 – 69 | 🞏 70 – 74 | 🞏 75+ years | 🞏Prefer not to say |

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Age | Total no. persons | Age | Total no. persons | Age | Total no. persons |
| 0 - 2 |  | 20 - 24 |  | 50 - 54 |  |
| 3 - 5 |  | 25 - 29 |  | 55 - 59 |  |
| 6 - 10 |  | 30 - 34 |  | 60 - 64 |  |
| 11 - 15 |  | 35 - 39 |  | 65 - 69 |  |
| 16 -17 |  | 40 - 44 |  | 70 - 74 |  |
| 18 - 19 |  | 45 - 49 |  | 75+ |  |
| Prefer not to say | |  | | | |

1. **Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?**  Select one only

🞏 No 🞏 Yes, limited a lot 🞏 Yes, limited a little

🞏 Prefer not to say

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

🞏 Yes 🞏No

**If yes to Q37 or Q38, please could you give me your details? So your name is:**

**Name:**

**Email address:**

**Telephone number (optional):**

**THANK & CLOSE**