PLACE DES ANGES

AUDIENCE ANALYSIS & FEEDBACK

September 2016

HULL 2017 UK City of Culture

PLACE DES ANGES
Queens Gardens
Sat, 2 Jul 2016

FREE FREE FREE 10,000 FREE TICKETS

'SOLD OUT' IN 51 MINUTES

FURTHEST DISTANCE TRAVELLED
297.76 MILES

2 TONNES OF HYPOALLERGENIC FEATHERS

86.7% OF PEOPLE BOOKED WITH HU POSTCODES

2,500,000+ NATIONAL NEWSPAPER CIRCULATION

160,000+ TOTAL VIDEO VIEWS

40 PIONEER VOLUNTEERS

#Hull2017Angels

EVENT DETAILS

TITLE:	PLACE DES ANGES
COMPANY:	GRATTE CIEL
DATE & TIME:	2 JULY 2016, 20:00
PRICE:	FREE - TICKETED
ART FORM:	CIRCUS
EVENT TYPE:	OUTDOOR
VENUE:	QUEENS GARDENS

TICKETING

TICKETS ISSUED AND USED
(data from scanned tickets - excludes Guest & VIP wrist bands)

Total tickets sold	10,264
Total tickets scanned	6,689
Total audience, including tickets not scanned	7,555
% of tickets used (based on total audience)	73.6%
% of tickets not used (based on total audience)	26.4%
Average no. of unused tickets per order	1.8
Bookers who used every ticket	737
Bookers who did not use every ticket	1,159
Bookers who did not use any ticket	305

26.4%

73.6%
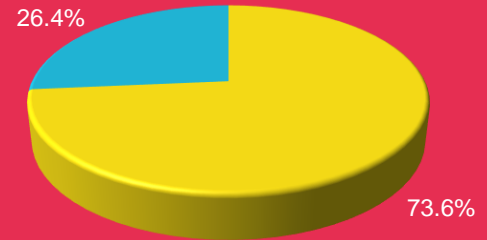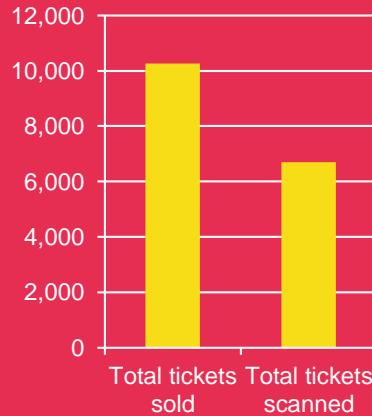
◼ % of tickets used   ◼ % of tickets not used

KEY STATS

NO. OF TICKETS REQUESTED	NO. OF BOOKERS	NO. OF TICKETS REQUESTED BY NO. OF BOOKERS	% OF BOOKERS
One	18	18	0.9%
Two	179	358	9.4%
Three	78	234	4.1%
Four	295	1,180	15.6%
Five	67	335	3.5%
Six	1,199	7,194	63.2%
Seven to nine	3	23	0.2%
Ten or more	58	730	3.1%
TOTAL	**1,897**	**10,072**	100%

Number of tickets requested

TICKETS BOOKED
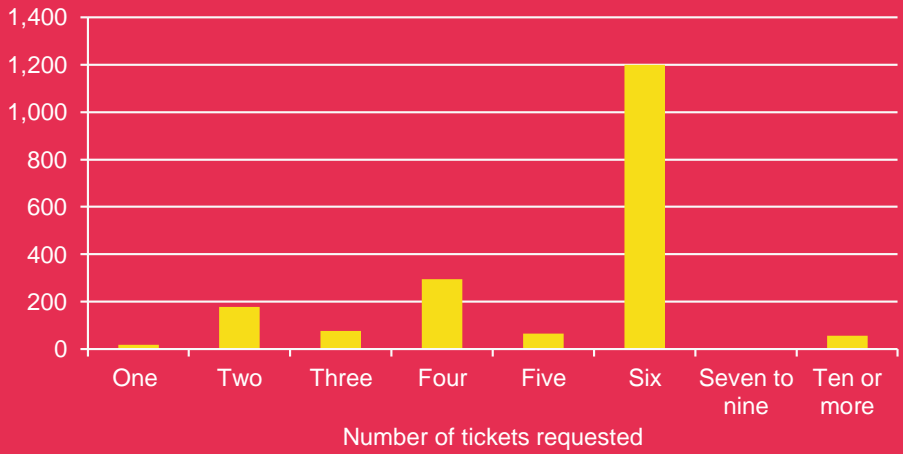
SIZE OF GROUP	NO. OF TICKETS SCANNED	NO. OF GROUPS	NO. OF TICKETS NOT USED
0	0	0	1,477
1	76	76	194
2	560	280	476
3	579	193	358
4	1,248	312	401
5	1,430	286	277
6	2,478	413	68
7-9	149	18	61
10+	169	14	17
TOTAL	6,689	1,592	1,852

3.5
Average group size

6
Most frequent group size

TICKETS SCANNED

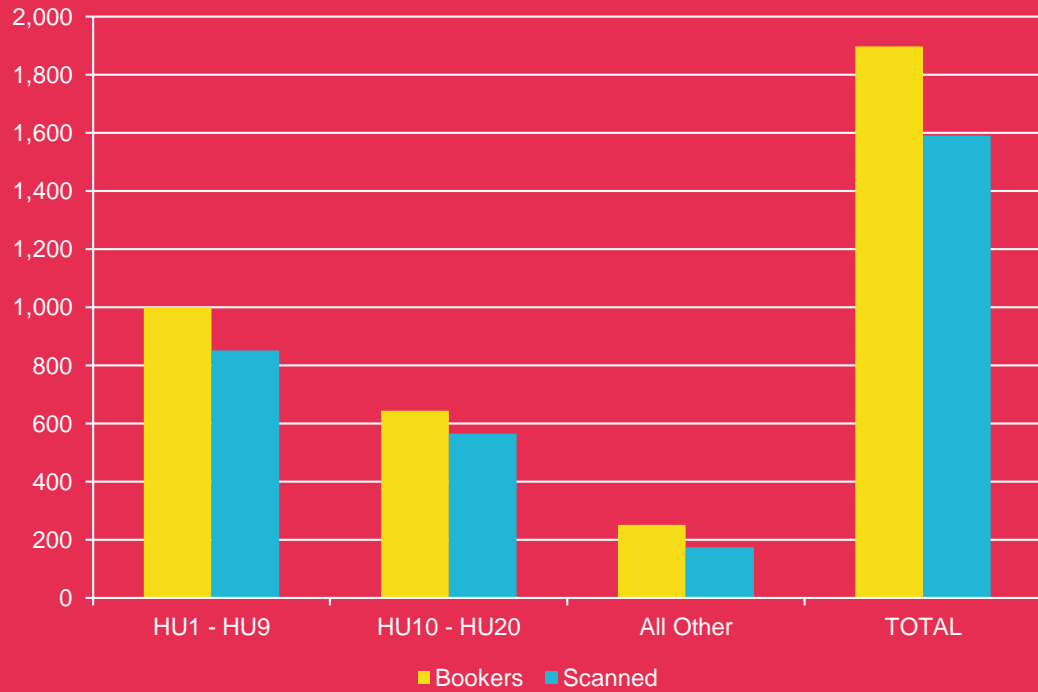| NO. OF TICKETS REQUESTED	NO. OF BOOKERS	NO. OF TICKETS REQUESTED x NO. OF BOOKERS
One	9	9
Two	31	62
Three	16	48
Four	50	200
Five	12	60
Six	183	1,098
Seven to nine	0	0
Ten or more	4	54
TOTAL	**305**	**1,531**

1.8
Average number of unused tickets

1
Most frequent number of unused tickets

BOOKERS WHO USED NO TICKETS

POST CODES: BOOKERS & SCANNED TICKETS

MILES FROM HU1: BOOKERS

Average Distance from HU1	12.99 miles
Longest distance from HU1	297.7 miles

DRIVE TIME FROM HU1: BOOOKERS

Average drive time from HU1	22.5 minutes
Longest drive time from HU1	293 minutes (4 hours 53 minutes)

MILES FROM HU1: SCANNED TICKETS

Average Distance from HU1	11.66 miles
Longest distance from HU1	272 miles

DRIVE TIME FROM HU1: SCANNED TICKETS

Average drive time from HU1	22.1 minutes
Longest drive time from HU1	289 minutes (4 hours 49 minutes)

AVERAGE & LONGEST DISTANCE TRAVELLED

TICKETING

- In total 12,000 tickets were made available, with an expectation that being a free event there would be a percentage of 'no shows'
  - A target of 10,000 was set for ticket "sales" to the public
  - 2,000 additional tickets were made available for Guests and VIPs
- Actual ticket "sales" totalled 10,264, selling out in 51 minutes
- Actual tickets for guests and VIPs totalled 1,736
- A total of 6,689 tickets were scanned on the night
- An estimated 866 entrants were not scanned, due to a technical issue with a scanner
- The total public audience for the event is therefore estimated to be 7,555
- Guests and VIPs entered with wristbands, which were not scanned – they are not included within the total audience figure.

TICKETING: POST CODE DATA

- 1,646 of 1,897 **bookers** (86.7%) - came from HU post codes:
  - 1,001 (52.7%) from the HU1-HU9 (Kingston Upon Hull LA area)
  - 645 (34.0%) from HU10-HU20 (East Riding of Yorkshire LA area)
- 1,497 of 1,592 **scanned tickets** (94.0%) - came from HU post codes
  - 852 (53.5%) from the HU1-HU9 (Kingston Upon Hull LA area)
  - 565 (34.5%) from HU10-HU20 (East Riding of Yorkshire LA area)
- The **booker** living the furthest from HU1 (EX4 7HX), lived 298 miles away
- The average distance from HU1 for all **bookers** to HU1 was 13 miles
- The **booker** with the longest drive time to HU1 (EX4 7HX), lived 293 minutes away
- The average drive time for all **bookers** to HU1 was 22.5 minutes
- The **scanned ticket** furthest from HU1 (BN1 3RP), lived 272 miles away
- The average distance from HU1 for all **scanned tickets** to HU1 was 11.7 miles
- The **scanned ticket** with the longest drive time to HU1 (BN1 3RP), lived 289 minutes away
- The average drive time for all **scanned tickets** to HU1 was 22.1 minutes

TICKETING

- 73.6% of tickets "sold" were used at the event
- 26.4% of tickets "sold" were not used at the event
- The average number of unused tickets per order was 1.8
- 737 (7.2%) of all bookers used every ticket they requested
- 1,159 (61.1%) of all bookers did not use any OR every ticket they requested
- 305 (16.1%) of all bookers did not use any of the tickets they requested
- 6 tickets was the most frequent number requested (the maximum allowed)*
  - 1,199 (63.2%) of all bookers requested 6 tickets
- On the night, the average group size, reviewing scanned tickets, was 3.5 people
- On the night, the most frequently occurring group size was 6 people
- On the night, the next most frequently occurring group size was 4 people
- The average number of unused tickets per booking was 1.8
- The most frequently occurring number of tickets unused was 1.

* Due to a technical error a number of bookers were able to order more than 6 tickets

SAMPLING METHODOLOGY

PRE-EVENT

- A target of 371 surveys was set, to ensure a 95% confidence level for a 10,000 strong audience

- This would result in a confidence interval of +/- 5, i.e. should 55% of people strongly agree with a statement we could be 95% sure that 50-60% of respondents would give the same answer

- Originally, questionnaires were planned to be undertaken onsite, face-to-face following the show. During the dress rehearsal, this methodology was tested and it was determined there would not be sufficient time to undertake the necessary number of interviews. As such, an alternative approach was designed.

SAMPLING METHODOLOGY

ON THE NIGHT

- Audiences contact details were collected onsite at the event:
  - Teams of locally-based fieldwork staff were deployed onsite on the night of the event to engage audiences and gather basic information from potential respondents
  - Team members introduced themselves, described the purpose of the research and sought audiences' agreement to be contacted via telephone to complete the questionnaire in the weeks following the event
- The basic information collected from audiences, in order to ensure a representative sample, was Name; Telephone Number; Gender; Age; Post code; and Number of people in group
- Contact details were collected from 1,003 audience members.

SAMPLING METHODOLOGY

CATI SUREVYS

- CATIs (Computer Aided Telephone Interviews) were undertaken with a sample of 357 attendees between 3 and 15 July 2016 (i.e. fieldwork therefore being completed within 2 weeks of the event)

- The sample of 357 gives a confidence level of 95%, with a confidence interval of +/- 5 (as required by the contract)

- It should be noted that there was routing on the questionnaire, and so the base size in some of the questions is less than 357.

AUDIENCE PROFILE

Which age category are you in?

0.6%   0.6%
1.1%   0.6%   2.2%
17.9%   6.4%
5.3%
16.8%
20.7%   Base: 357
27.7%

- 16-17
- 18-19
- 20-24
- 25-29
- 30-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Prefer not to say
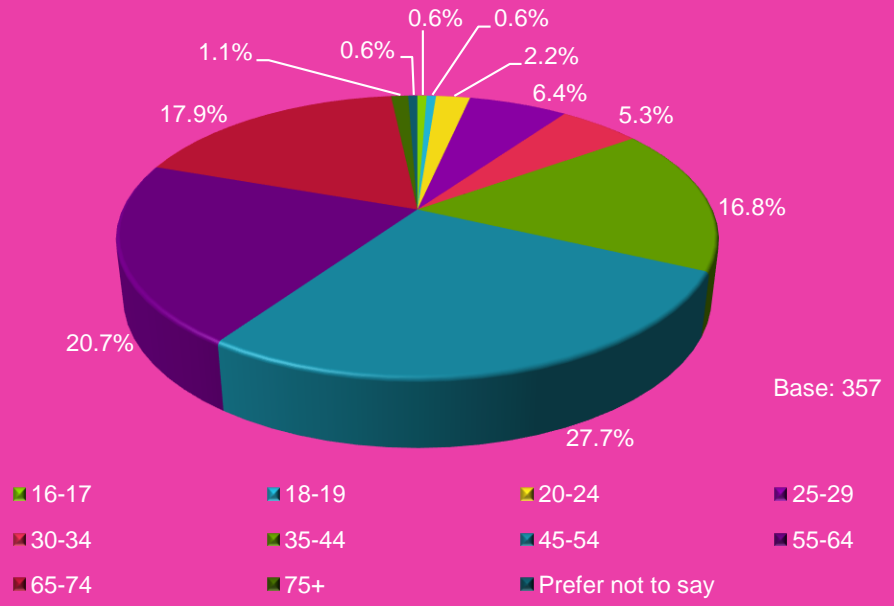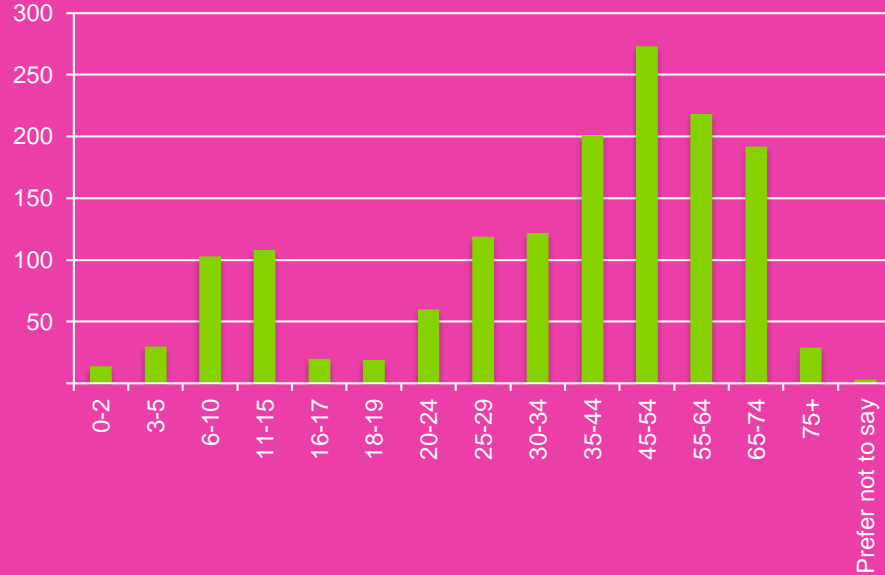
AGE OF RESPONDENT

Including yourself, how many people are there in the party in each of the following age categories?

GROUP KEY STATS

Average group size	4.2 people
Most frequent group size	2 people
Median group size	4 people
Biggest group size	16 people
Smallest group size	1 person

Base: 357

GROUP PROFILE

Are you....?

1.7% 0.3%
32.8%
65.3%

- Male
- Female
- Transgender
- Prefer not to say

Base: 357
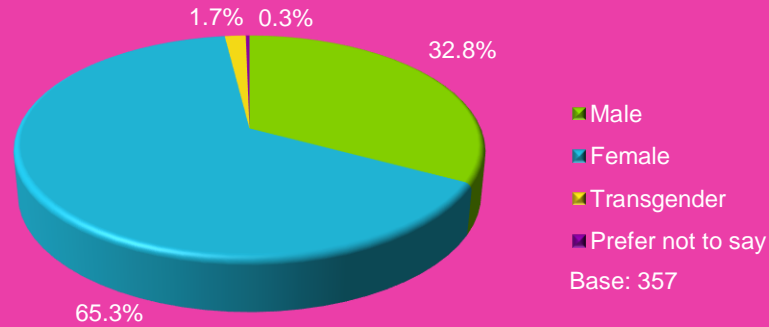
How would you describe your ethnic background?

99%

- White / White British
- BAME
- Mixed / Multiple ethnic group
- Asian / Asian British
- Prefer not to say

Base: 357
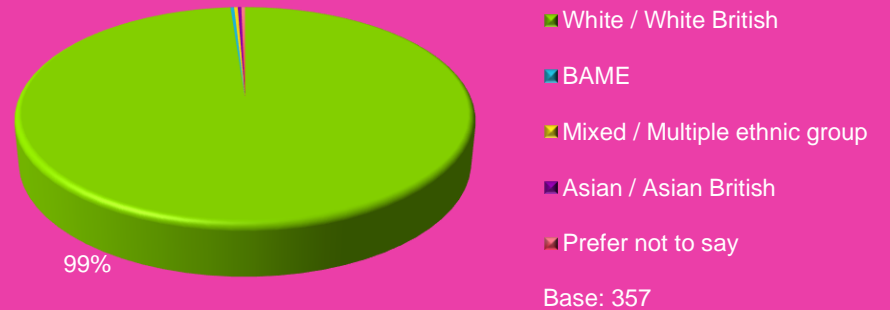
GENDER & ETHNICITY

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?

2% 5%

- Yes, limited a lot
- Yes, limited a little
- No

Base: 357

93%

Category	Value
Other	3
Prefer not to say	2
Cognitive Impairment	1
Physical Impairment	11
Sensory Impairment	1
Long term illness/condition	7
Learning Disability	1

Base: 25

0   2   4   6   8   10   12
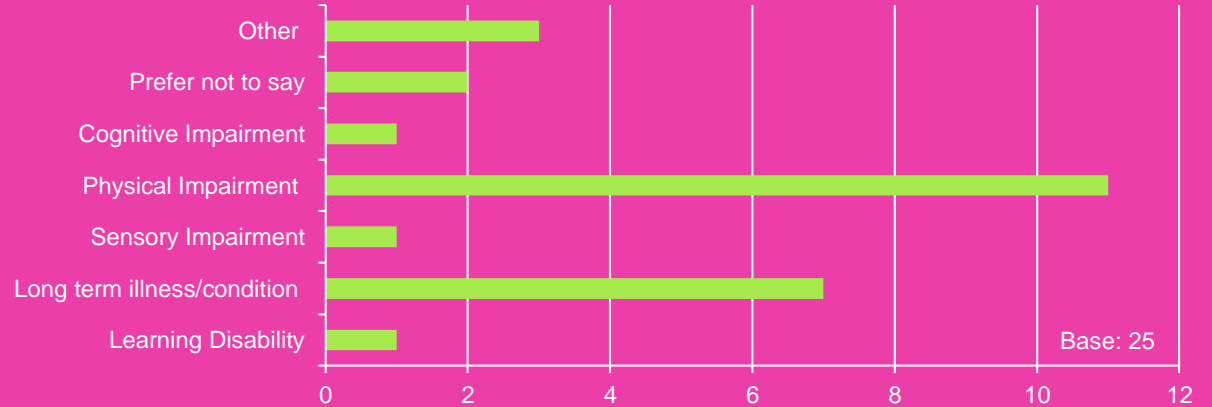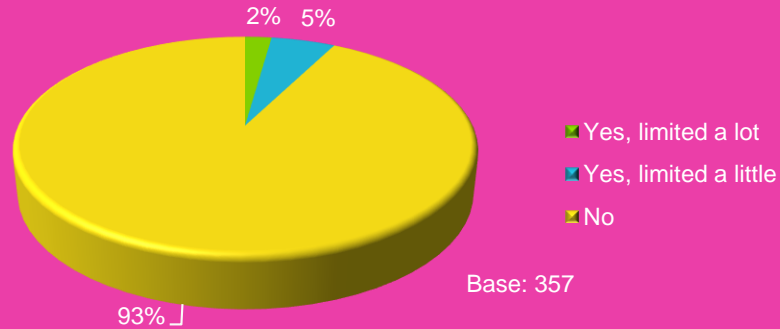
DISABILITY

Which of the following best describes your employment status?

58.0%
0.6%
2.0%
24.4%
1.1%
4.8%
0.3%
3.1%
5.9%

Base: 357
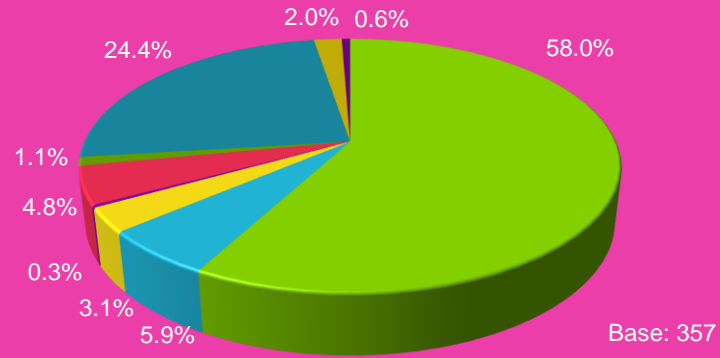
- Employed / working full or part time
- Self-employed
- Unemployed
- On a government scheme for employment training
- Looking after family / home
- Unable to work
- Retired
- Student
- Prefer not to say

EMPLOYMENT STATUS

DEMOGRAPHICS

- The majority of respondents were aged over 35, but below 75 years
- Almost half of attendees (48.4%) were aged between 45 and 64 years
- Respondents provided details of the number of people in their group by age:
  - Average group size was 4.2 people
  - The most frequent group size was 2 people
- 2 in 3 respondents were female
- Almost all respondents were White/White British
- Around 1 in 10 respondents' day-to-day activities were limited by health problems and/or a disability
- The most frequently sited health problems or disabilities were a physical impairment and/or long term illness or condition
- More than half of respondents were employed full-time/part-time and a quarter were retired.

Place of residence by Post Code Area

12.9%

53.8%

33.3%

- HU1 - HU9
- HU10 - HU20
- All other

Base: 357
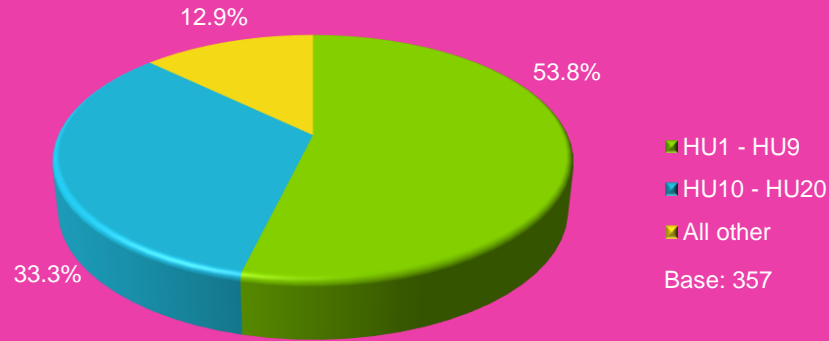
Place of Residence in response to 'Where do you live?'

9.5%

54.1%

36.4%

- Kingston upon Hull
- East Riding of Yorkshire
- Elsewhere in the UK

Base: 357

PLACE OF RESIDENCE

PLACE OF RESIDENCE

	All Attendees	Hull Attendees	All Hull Residents	Difference: Hull Attendees vs. All Hull Residents
10% Most Deprived	13.7%	23.6%	45.1%	-21.5%
10% - 20% Deprived	5.7%	8.2%	7.7%	0.6%
20% - 30% Deprived	9.1%	14.3%	11.8%	2.4%
30% - 40% Deprived	8.3%	12.6%	10.8%	1.8%
40% - 50% Deprived	12.0%	15.4%	9.7%	5.7%
50% - 60% Deprived	10.3%	9.3%	6.3%	3.1%
60% - 70% Deprived	11.4%	7.7%	4.6%	3.1%
70% - 80% Deprived	10.5%	8.2%	3.4%	4.8%
80% - 90% Deprived	5.4%	0.5%	0.6%	0.0%
90% - 100% Deprived	13.7%	0.0%	0.0%	0.0%

DEPRIVATION DECILE
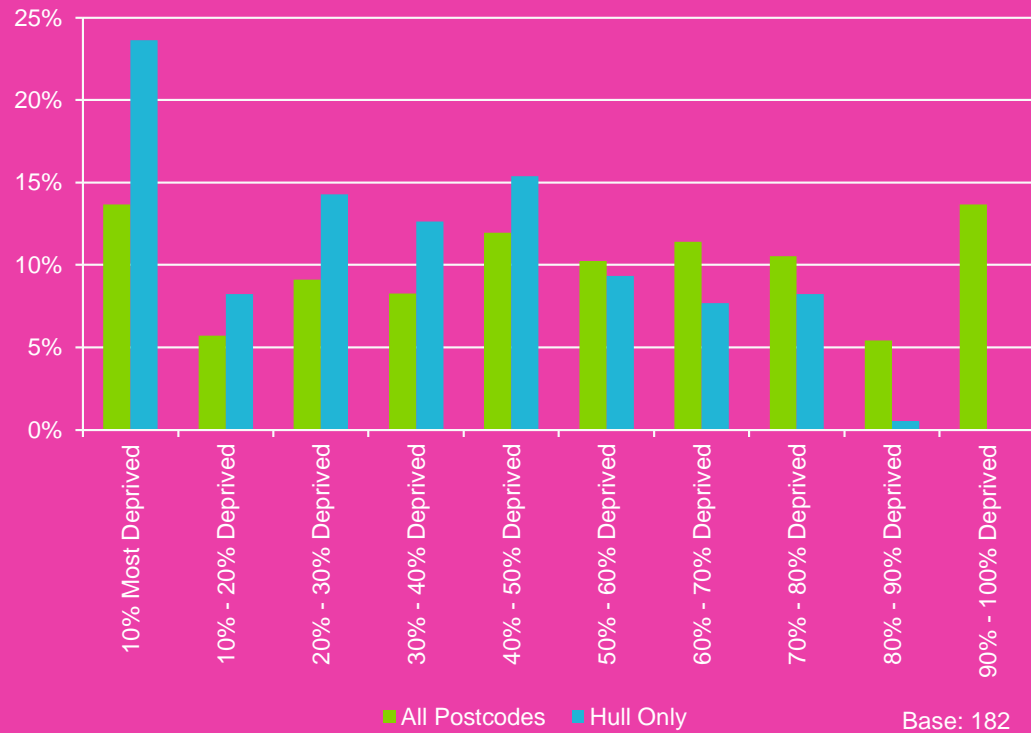
DEPRIVATION DECILE
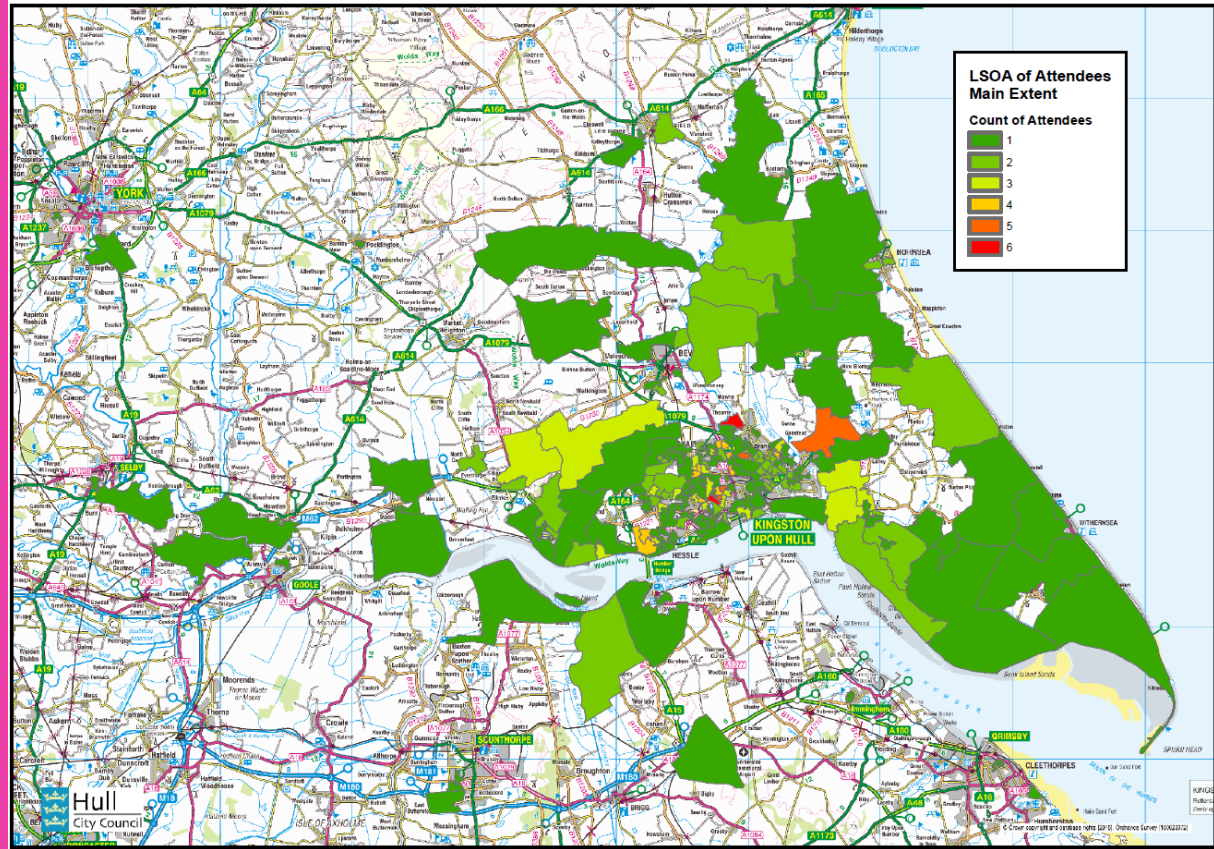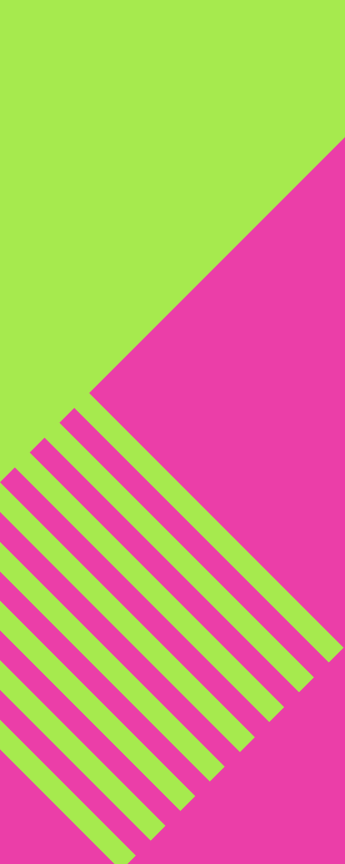
LSOA: HEAT MAP REGION
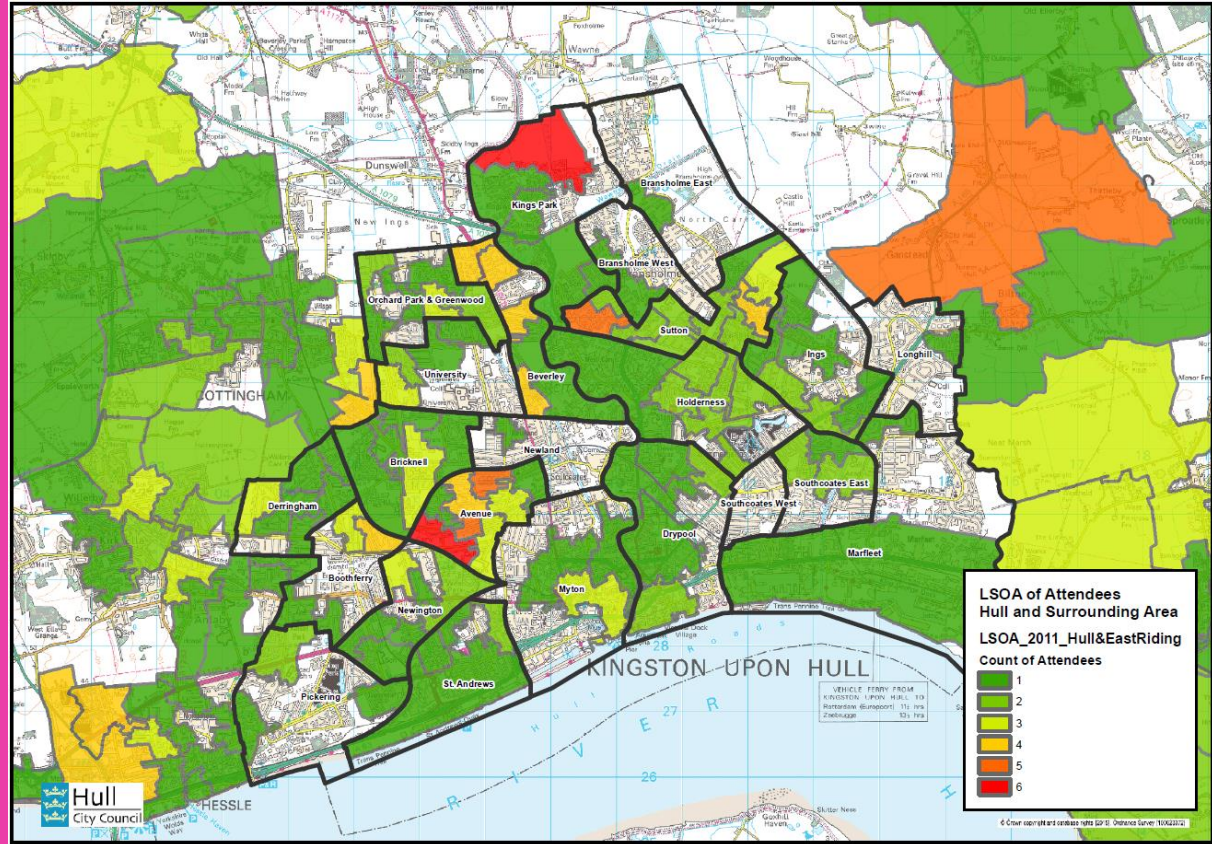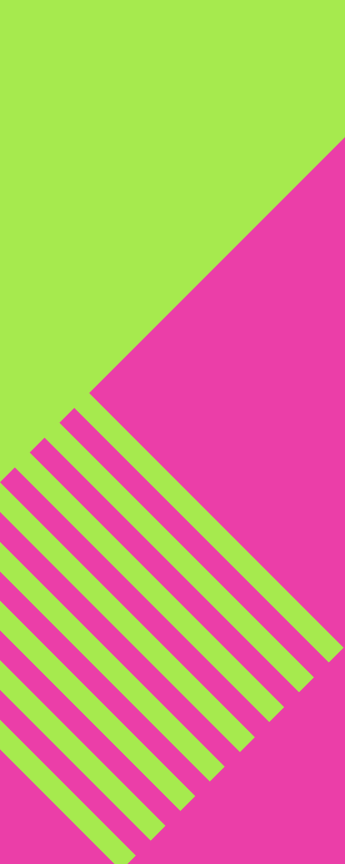
LSOA: HEAT MAP HULL

DEMOGRAPHICS

POST CODE - ALL

- 9 in 10 respondents were from a HU post code area

- 1 in respondents were form a HU1 – HU9 post code area (Kingston upon Hull)

- Mapping of post codes from Hull and surrounding areas shows clusters of respondents from the following areas:

  - **Kingston upon Hull:** The Avenues; Sutton; Orchard Park & Greenwood; and Derringham

  - **East Riding of Yorkshire**: Kirk Ella & Willerby; Beverley; Hessle; Holderness; and Cottingham.

DEMOGRAPHICS

DEPRIVATION DECILE

The Indices of Deprivation are prepared using the Lower Super Output Area (LSOA) geography which has the dual benefits of consistent size throughout England, and being stable over time so that changes in deprivation levels can be measured.

There are 32,844 LSOAs in England (166 in Kingston upon Hull). Deprivation scores are calculated for each LSOA and they are then ranked from 1 (most deprived) to 32,844 (least deprived). The rankings are often reported as deciles of deprivation from 0-10% (most deprived), 10-20%, 20-30%......90-100% (least deprived).

It should be noted that:

1. The Indices of Deprivation measure relative deprivation, not absolute.

2. Not all residents of deprived areas are deprived, and not all deprived people live in deprived areas.

DEMOGRAPHICS

DEPRIVATION DECILE - ALL

- 13.7% are from the 0-10% deprived LSOAs (most deprived)
- 13.7% are from the 90-100% deprived LSOAs (least deprived)
- 12.0% are from the 45-50% deprived LSOAs
- Almost 1 in 3 (28.5%) are from the 0-30% deprived LSOAs.

DEPRIVATION DECILE – HULL RESIDENTS ONLY

- 23.6% are from the 0-10% deprived LSOAs (most deprived)
- 15.4% are from the 45-50% deprived LSOAs
- 14.3% are from the 20-30% deprived LSOAs
- Almost 1 in 2 (46%) are from the 0-30% deprived LSOAs.

This data suggests *Place des Anges* over performed in Hull, in terms of attracting people from more deprived areas. However, this is because of the higher than average number of residents living within deprived areas in Kingston upon Hull, compared to the UK average. Relative to the population of Kingston upon Hull, residents from the 10% most deprived deciles were under-represented by 21.5%, with all other deprivation deciles over-represented. The 40-80% deprived deciles were the most significantly over-represented among Hull residents.
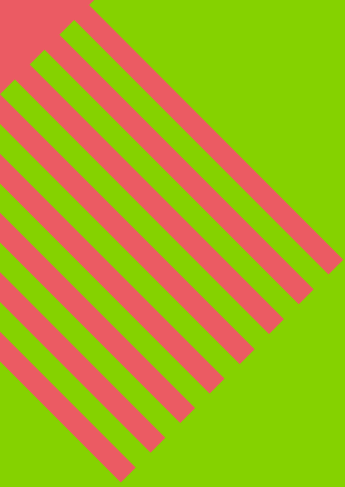
SEGEMENTATION

Excluding this event have you participated in or attended any of the following in the last 12 months?

Category	
Museum / historical attraction	
Film	
Outdoor events	
Music	
Theatre	
Heritage / local history events	
Visual arts / crafts	
Comedy	
Ballet/Dance	
Literature / Spoken Word / Poetry	
Circus	
Opera	
Other arts	
None of the above	
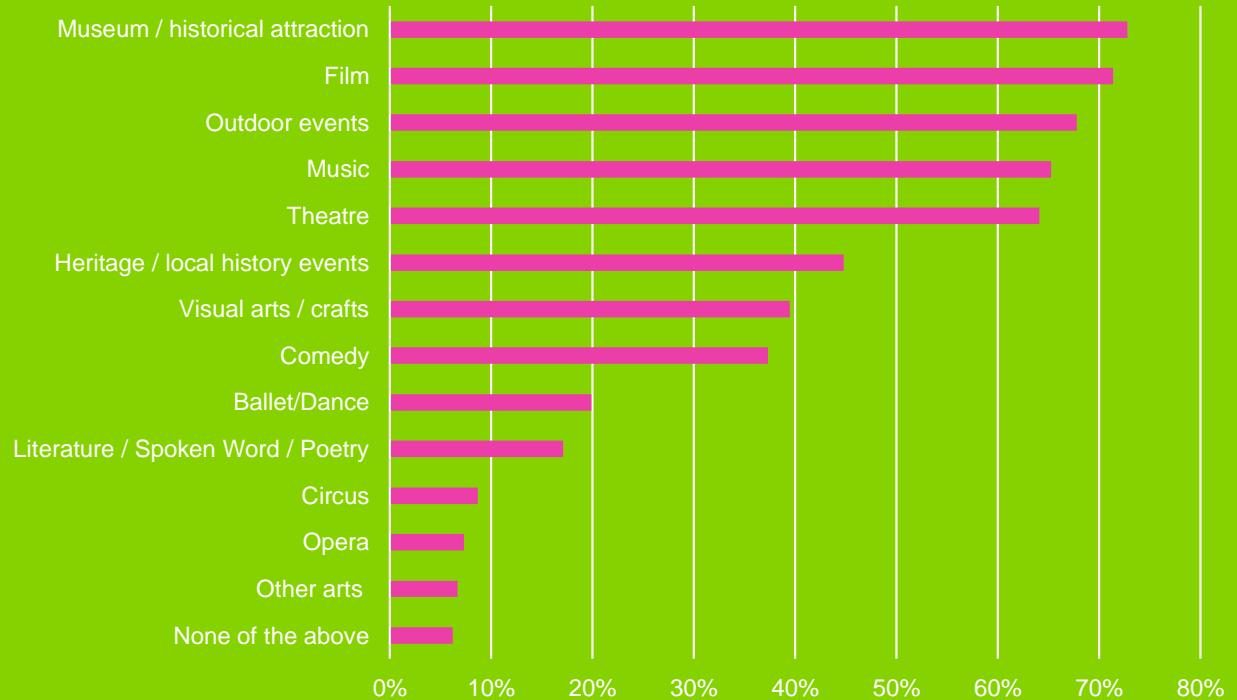
Base: 357

ARTS & CULTURAL PARTICIPATION

Group	Target (Place des Anges Attendees)		Base (UK Population)		
	Count	Count %	Count	Count %	Index
A City Prosperity	0	0.00	1,167,516	4.27	0
B Prestige Positions	18	5.14	1,817,172	6.65	77
C Country Living	17	4.86	1,747,561	6.39	76
D Rural Reality	28	8.00	1,881,374	6.88	116
E Senior Security	31	8.86	2,173,848	7.95	111
F Suburban Stability	32	9.14	1,590,692	5.82	157
G Domestic Success	38	10.86	2,183,748	7.99	136
H Aspiring Homemakers	51	14.57	2,479,450	9.07	161
I Family Basics	26	7.43	2,039,994	7.46	100
J Transient Renters	34	9.71	1,701,688	6.23	156
K Municipal Challenge	20	5.71	1,820,167	6.66	86
L Vintage Value	22	6.29	1,931,204	7.07	89
M Modest Traditions	15	4.29	1,327,772	4.86	88
N Urban Cohesion	6	1.71	1,311,824	4.80	36
O Rental Hubs	11	3.14	2,158,311	7.90	40
U Unclassified	1	0.29	0	0.00	0
Total	350	100.00	27,332,321	100.00	100

MOSAIC GROUPS: ATTENDEES vs. UK

Type	Target (Place des Anges Attendees)		Base (UK Population)		
	Count	Count %	Count	Count %	Index
H31 Affordable Fringe	31	8.86	692,319	2.53	350
G29 Mid-Career Convention	22	6.29	577,709	2.11	297
K48 Low Income Workers	19	5.43	551,812	2.02	269
J43 Renting a Room	17	4.86	568,771	2.08	233
I39 Families with Needs	16	4.57	672,061	2.46	186
E20 Classic Grandparents	15	4.29	450,964	1.65	260
Total	98	28	2,935,927	10.74	

MOSAIC TYPES: ATTENDEES VS. UK

Group	Target (Place des Anges Attendees)		Base (Kingston Upon Hull & East Riding of Yorkshire Population)		
	Count	Count %	Count	Count %	Index
A City Prosperity	0	0.00	6,178	0.27	0
B Prestige Positions	18	5.14	110,569	4.84	106
C Country Living	17	4.86	114,689	5.02	97
D Rural Reality	28	8.00	131,515	5.75	139
E Senior Security	31	8.86	221,515	9.69	91
F Suburban Stability	32	9.14	153,639	6.72	136
G Domestic Success	38	10.86	142,692	6.24	174
H Aspiring Homemakers	51	14.57	236,466	10.35	141
I Family Basics	26	7.43	225,348	9.86	75
J Transient Renters	34	9.71	233,150	10.20	95
K Municipal Challenge	20	5.71	137,326	6.01	95
L Vintage Value	22	6.29	208,462	9.12	69
M Modest Traditions	15	4.29	139,637	6.11	70
N Urban Cohesion	6	1.71	95,962	4.20	41
O Rental Hubs	11	3.14	128,417	5.62	56
U Unclassified	1	0.29	0	0.00	0
Total	350	100.00	2,285,565	100.00	100

MOSAIC GROUPS: ATTENDEES VS. Y&H

Type	Target (Place des Anges Attendees)		Base (Kingston Upon Hull & East Riding of Yorkshire Population)		
	Count	Count %	Count	Count %	Index
H31 Affordable Fringe	31	8.86	98,828	4.32	205
G29 Mid-Career Convention	22	6.29	54,982	2.41	261
K48 Low Income Workers	19	5.43	81,395	3.56	152
J43 Renting a Room	17	4.86	97,472	4.26	114
I39 Families with Needs	16	4.57	105,351	4.61	99
E20 Classic Grandparents	15	4.29	61,034	2.67	160
Total	120	34	499,062	22	

MOSAIC TYPES: ATTENDEES VS. Y&H

PARTICIPATION & ATTENDANCE

ARTS & CULTURAL PARTICIPATION & ATTENDANCE

- In the 12 months prior to the survey taking place 6.2% had not attended or participated in any arts or cultural activity

- 93.8% had attended or participated in arts and cultural events or activities – the top five most popular types of event or activity were:

  - **No. 1:** Museums/historical attractions - 72.8% of respondents
  - **No. 2:** Film – 71.4% of respondents
  - **No. 3:** Outdoor events – 67.8% of respondents
  - **No. 4:** Music – 65.3% of respondents
  - **No. 5:** Theatre – 64.1% of respondents

- Less than 10% had attended or participated in the following types of event or activity:

  - Other arts – 6.7% of respondents
  - Opera – 7.3% of respondents
  - Circus – 8.7% of respondents

MOSAIC SEGMENTATION

- Mosaic classifies consumers in the UK into 15 groups and 66 types.

- Indices under 80 indicate significant under-representation of the segment amongst the audience compared to the population of the base area

- Indices over 120 illustrate significant over-representation of a segment

- The tables above compare audience profile for *Place des Anges* with:

    - (1) that of households in the UK; and
    - (2) households in the Yorkshire & Humber region.

MOSAIC SEGMENTATION

- The most significant MOSAIC Groups amongst *Place des Anges* respondents were H Aspiring Homemakers; G Domestic Success; J Transient Renters; F Suburban Stability; E Senior Security; D Rural reality

- Aspiring Homemakers, Suburban Security, Transient Renters and Domestic Success are over-represented MOSAIC Groups amongst *Place des Anges* respondents, relative to the UK population

- City Prosperity, Urban Cohesion, Rental Hubs, Country Living and Presitge Positions are under-represented MOSAIC Groups amongst *Place des Anges* respondents, relative to the UK population.

- Domestic Success, Aspiring Homemakers, Rural Reality and Suburban Security are over-represented MOSAIC Groups amongst *Place des Anges* respondents, relative to the Yorkshire & Humber population

- City Prosperity, Urban Cohesion, Rental Hubs, Vintage Value, Modest Traditions and Family Basics are under-represented MOSAIC Groups amongst *Place des Anges* respondents, relative to the Yorkshire & Humber population.

MOSAIC SEGMENTATION

- The most significant MOSAIC Types amongst *Place des Anges* respondents were H31 Affordable Fringe; G29 Mid-Career Convention; K48 Low Income Workers; J43 Renting a Room; I39 Families with Needs; and E20 Classic Grandparents

- 23 of 66 MOSAIC Types (34.8%) are over-represented amongst *Place des Anges* respondents, relative to the UK population

- 37 of 66 MOSAIC Types (56.1%) are under-represented amongst *Place des Anges* respondents, relative to the UK population.

- 21 of 66 MOSAIC Types (31.8%) are over-represented amongst *Place des Anges* respondents, relative to the Yorkshire & Humber population

- 36 of 66 MOSAIC Types (54.5%) are under-represented MOSAIC Types amongst *Place des Anges* respondents, relative to the Yorkshire & Humber population.

MOSAIC GROUPS

H Aspiring Homemakers

Younger households settling down in housing priced within their means. Key features of this group are:

- Younger households
- Starter salaries
- Affordable housing costs
- Private suburbs
- Full-time employment
- Buy and sell on ebay.

Demographics for this group are:

- 26-35 years
- 40-49k household income
- Pseudo family
- 2 children

MOSAIC GROUPS

G Domestic Success

Thriving families who are busy bringing up children and following careers. Key features of this group are:

- Families with children
- Upmarket suburban homes
- Owned with a mortgage
- 3 or 4 bedrooms
- High Internet use
- Own new technology.

Demographics for this group are:

- 36-45 years
- 70-99k household income
- 2 children.

MOSAIC GROUPS

J Transient Renters

Single people privately renting low cost homes for the short term. Key features of this group are:

- Private renters
- Low length of residence
- Low cost housing
- Singles and sharers
- Older terraces
- Few landline telephones.

Demographics for this group are:

- 18-25years
- 20-29k household income
- No children.

MOSAIC GROUPS

F Suburban Stability

Mature suburban owners living settled lives in mid-range housing. Key features of this group are:

- Older families
- Some adult children living at home
- Suburban mid-range homes
- 3 bedrooms
- Have lived at same address some years
- Research on internet.

Demographics for this group are:

- 56-65 years
- 40-49k household income
- Family and other adults
- 1 child.

MOSAIC GROUPS

E Senior Security

Elderly people with assets who are enjoying a comfortable retirement. Key features of this group are:

- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like technology
- Low mileage drivers.

Demographics for this group are:

- 66+ years
- 15k+ household income
- No children.

MOSAIC GROUPS

D Rural Reality

Householders living in inexpensive homes in village communities. Key features of this group are:

- Rural locations
- Village and outlying houses
- Agricultural employment
- Most are homeowners
- Affordable value homes
- Slow Internet speeds.

Demographics for this group are:

- 46-55 years
- 20-29k household income
- Single
- No children.

MOSAIC TYPES

H31 Affordable Fringe

Settled families with children owning modest, 3-bed semis in areas where there's more house for less money. Key features of this group are:

- Married couple in 30s or 40s
- Many in receipt of Tax Credits
- School age children
- Own semis in affordable suburbs
- Have lived there 5 years or more
- Most likely to have small pets.

Demographics for this group are:

- 36-45 years
- 40-49k household income
- 3 children.

MOSAIC TYPES

G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older. Key features of this group are:

- Married couples with kids
- High proportion with mortgage
- Likely to have life cover
- Professional jobs
- Traditional suburbs
- Online grocery shopping.

Demographics for this group are:

- 36-45 years
- 50-59k household income
- 3 children.

MOSAIC TYPES

K48 Low Income Workers

Older social renters settled in low value homes in communities where employment is harder to find. Key features of this group are:

- Older households
- Areas with low levels of employment
- Longer length of residence
- Social landlords
- Renting low cost semi and terraces
- 2 or 3 bedrooms.

Demographics for this group are:

- 56-65 years
- <15k household income
- No children.

MOSAIC TYPES

J43 Renting a Room

Transient renters of low cost accommodation often within subdivided older properties. Key features of this group are:

- Singles and homesharers
- Most likely to get a lift to work
- Often Victorian terraces
- Low rent accommodation
- Short term private renters
- Low wage occupations.

Demographics for this group are:

- 26-35 years
- 15-19k household income
- No children.

MOSAIC TYPES

I39 Families with Needs

Families with many children living in areas of high deprivation and who need support. Key features of this group are::

- Cohabiting couples and singles with kids
- Moves tend to be within local community
- Small socially rented terraces and semis
- Low household income
- Areas with high unemployment
- Shop for computer games online.

Demographics for this group are:

- 26-35 years
- <15k household income
- Pseudo family
- 4+ children.

MOSAIC TYPES

E20 Classic Grandparents

Lifelong couples in standard suburban homes enjoying retirement through grandchildren and gardening. Key features of this group are:

- Elderly couples
- Traditional values
- Not good with new technology
- Long length of residence
- Most likely to have a basic mobile
- Own value suburban semis and terraces.

Demographics for this group are:

- 66+years
- 20-29k household income
- Family
- No children.

MARKETING & COMMS

Brand Awareness: Hull 2017

- Yes
- No
- Not sure

0.8%   0.3%
98.6%
Base: 357
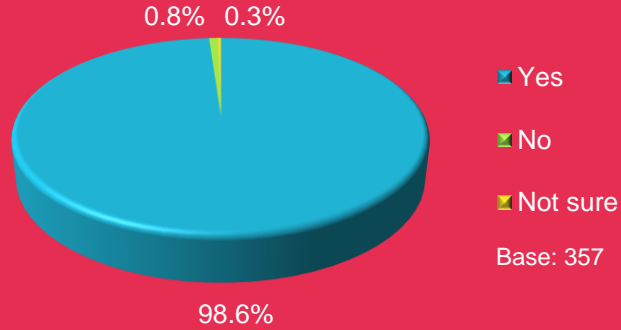
Intention to engage with Hull 2017

- Yes
- No
- Not sure

1.7%   5.9%
92.4%
Base: 357
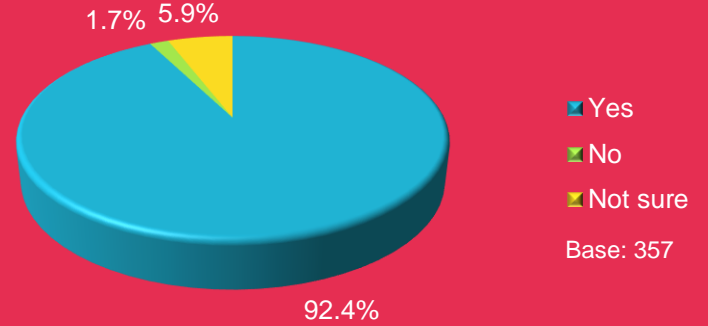
Brand Awareness: Yorkshire Festival

- Yes
- No

47.9%   52.1%
Base: 357
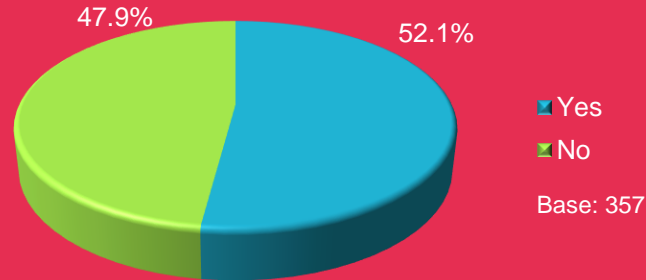
Brand Awareness: Amy Johnson Festival

- Yes
- No

31.2%
68.8%
Base: 357
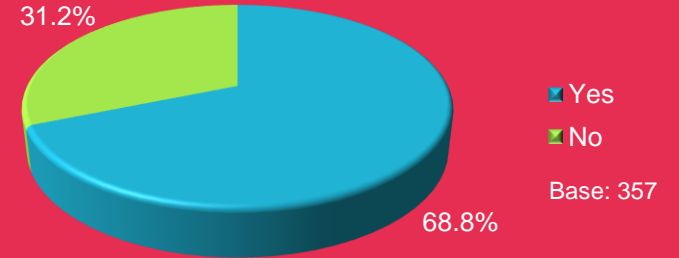
BRAND AWARENESS

How did you find out about the event?

Category	Percentage
Friends/family/colleagues told me	~46%
Newspaper / press	~23%
TV	~12%
www.hull2017.co.uk/	~12%
Hull 2017 Facebook / Twitter / Instagram / Youtube / Flickr	~12%
Radio	~10%
Social media / email from friends/family/colleagues	~10%
Other	~7%
Outdoor advertising	~4.5%
Other website	~4%
Hull 2017 e-newsletter	~3.5%
Other organisation Facebook / Twitter / Instagram / Youtube / Flickr	~2%
Place des Anges leaflet / flyer I picked up	~1%
Place des Anges leaflet / flyer through the door	~0.5%

Base: 357

BRAND AWARENESS

What were your main reasons for attending / taking part?

Reason	%
It's a unique experience not to be missed	~60%
Because it's supported by Hull UK City of Culture 2017	~33%
Something to do with friends / family	~32%
General interest in this type of event	~26%
Trying something new or different	~20%
Something to do with the kids	~16%
Wanted to see / do something creative	~16%
It's affordable / good value	~9%
Other reason	~7%
No particular reason / someone else's idea	~4%
Specific interest in the artist / performer / company involved	~3%
Interested to find out more about Hull	~3%
Something to do while I'm in Hull on business	~1%

Base: 357

MOTIVATION TO ATTEND

MARKETING & COMMS

BRAND AWARENSS OF *Place des Anges* Partners

- Almost all audience members were aware of Hull UK City of Culture 2017, suggesting, at least, the successful communication that *Place des Anges* was a Hull 2017 event, and at best successful communication of Hull as Uk City of Culture for 2017

- Less successful was the communication that *Place des Anges* was part of the Yorkshire Festival 2016, or associated with the Amy Johnson Festival:

  – 1 out of 2 respondents knew the event was part of the Yorkshire Festival prior to attending

  – 2 out of 3 respondents knew the event was in association with the Amy Johnson Festival.

INTENTION TO ATTEND OR PARTICIPATE IN HULL 2017

- 9 out of 10 respondents intend to attend or participate in activities programmed for Hull 2017 UK City of Culture

- Less than 2% intend to attend or participate; however, given the fact that they have already engaged with *Place des Anges* this is cause for concern. Test against enjoyment, post code, awareness

MARKETING & COMMS

HOW THEY FOUND OUT ABOUT *Place des Anges*

- Word of Mouth and print media were the **most** effective communication tools, with 1 in people finding out via family/friends/colleagues; and 1 in 4 people via the newspaper/ press:

  – Existing audiences should be nurtured, in order to move them up the Customer Loyalty Ladder

  – The existing relationship with the Hull Daily Mail and increasing profile of Hull 2017 with other newspapers should be nurtured in order to secure as much editorial coverage as possible for individual Hull 2017 events and activities

- Printed marketing collaterals; promotion via other organisations digital platforms; and the Hull 2017 e-newsletter were the **least** effective communication tools for *Place des Anges*. An assessment should therefore be made about:

  – The level of spend on event specific print, and whether its success rate at converting people into audiences is a worthwhile investment;

  – The visibility of Hull 2017 events on partners' digital platforms, as well as a more general strategic assessment about websites where a presence may be more successful at reaching target audiences

  – The call to action within the Hull 2017 e-newsletter linked to specific events, and whether this can be made more visible/effective.

MARKETING & COMMS

MOTIVATIONS TO ATTEND PdA

- There are a number of stand out motivations as to why people chose to attend *Place des Anges*, which can be utilised to inform messaging and "calls to action" for future events that share similar characteristics. These are UNIQUENESS; HULL 2017 CONNECTION; SOCIALISING:
    - 2 in 3 people selected 'it's a unique experience not to be missed'
    - 1 in 3 people selected 'because it's supported by Hull UK City of Culture 2017'
    - 1 in 3 people selected 'because it's something to do with friends and family'.
- Motivations to attend that had little sway in attracting respondents to *Place des Anges* were BUSINESS TOURISM, CURISOITY OF PLACE, CELEBRITY, PEER PRESSURE, and COST:
    - Those visiting Hull on business represented less than 2% of respondents, which explains the low % of people who selected 'something to do in Hull while I'm on business'
    - The event rather the location in which it was taking place was of more significance in deciding to attend
    - The content of the event, rather than the performers sparked interest to attend
    - People were more likely to be leaders than followers in deciding to attend
    - Perhaps because tickets were free, cost was not a significant motivating factor.

RESPONSE TO PLACE DES ANGES

How likely are you to recommend this type of event in Hull to friends or family?

Base: 357

Average score out of 10	9.6
Most frequent score given	10
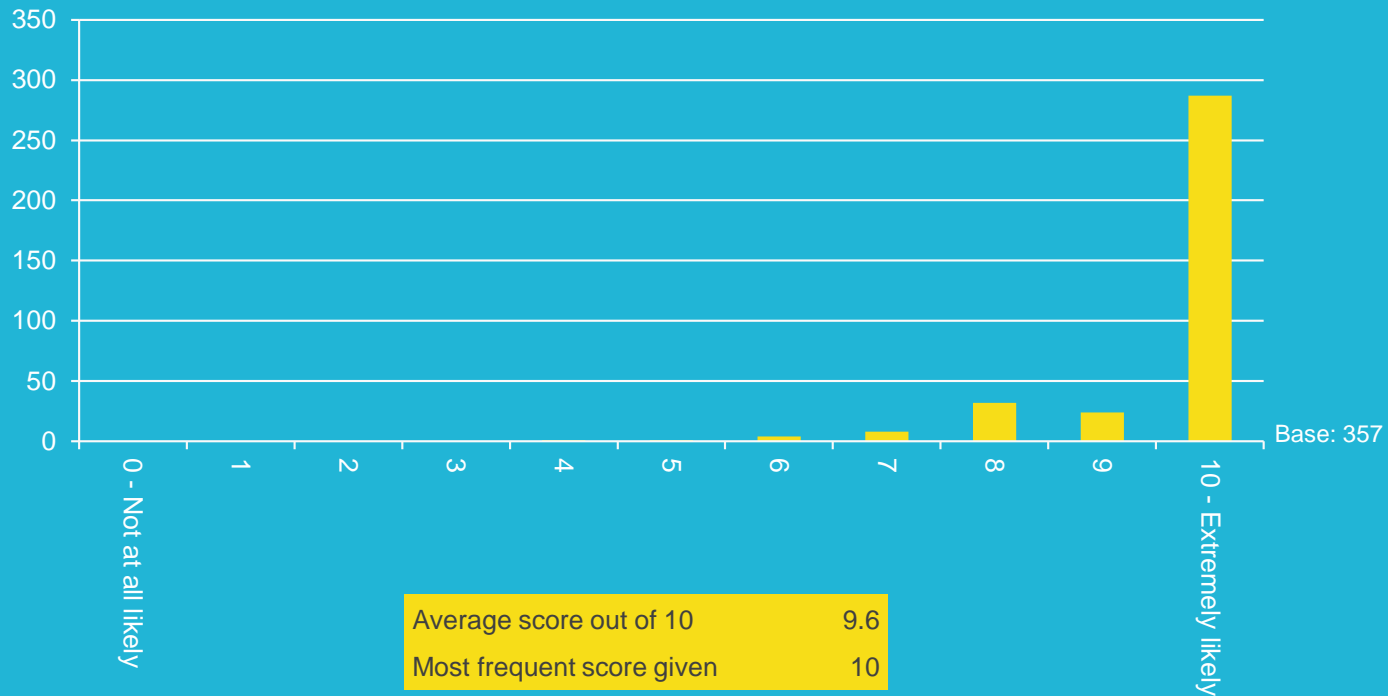
RECOMMENDATION

On a scale of 0 to 10 where 0 is strongly disagree and 10 is strongly agree, how much would you agree or disagree with the following statements about the event?

Base: 357

It was an interesting idea

It was well produced and presented

It was different from things I've experienced before

It was absorbing and held my attention

I would come to something like this again

It is important it's happening here

It has something to say about the world in which we live
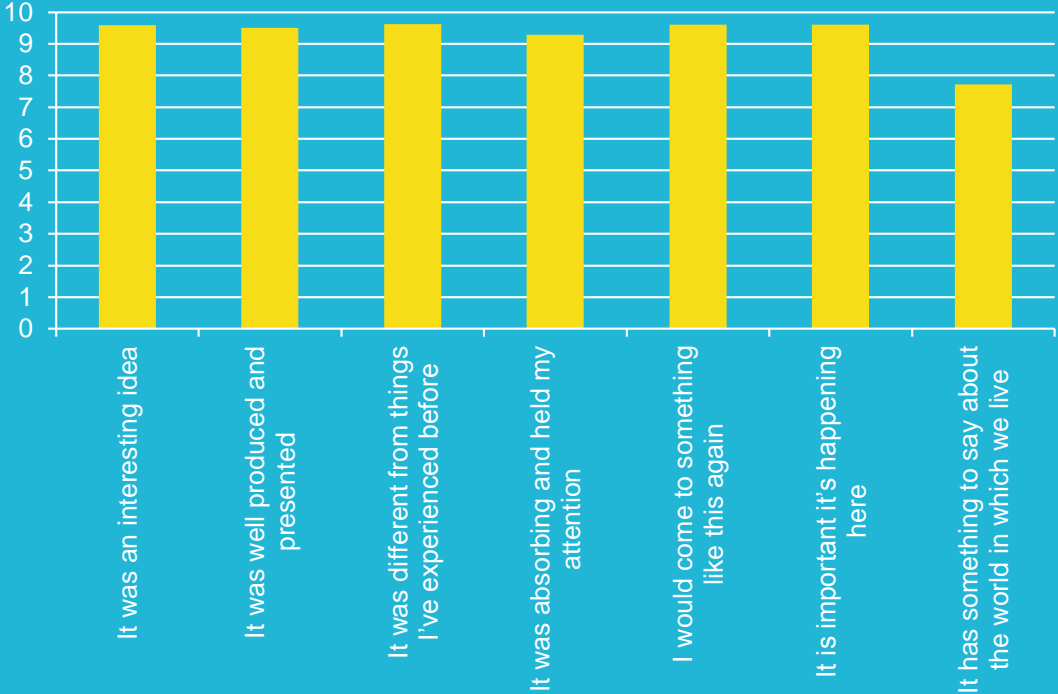
QUALITY METRICS

How far would you agree with the following statements? This event...

Statement	
Was accessible to those with disabilities/access issues	
Has made me think that getting involved in a project as a volunteer looks like fun	
Has given me the opportunity to interact with other people who I wouldn't have normally interacted with	
Has encouraged me to attend more similar events in future	
Has shown me that there is more to Hull than I had expected	
Gives everyone the chance to share and celebrate experiences together	
Places the community at the centre	
I felt welcomed by staff / volunteers	
Is an enjoyable experience	

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ Strongly agree ■ Agree ■ Neither ■ Disagree ■ Strongly disagree

Base: 357

VALUE STATEMENTS

TOP MARKS

- 80.4% gave a score of 10/10
- The average score across all 357 respondents was 9.6/10
- 96% of people gave a score of 8/10 or more
- The lowest score awarded was 4/10 by 1 person

QUALITY

- All quality metrics scored and average of more than 9 out of 10

- It was an interesting idea; It was different from things I've experienced before; I would come to something like this again; and It is important it's happening here were the four quality metrics that received the highest average score of 9.6

- It has something to say about the world in which we live was the quality metric that received the lowest average score of 7.7

VALUE STATEMENTS

9 in 10 respondents Strongly agreed or Agreed that *Place des Anges*:

- *Is an enjoyable experience*
  - 303 (84.9%) Strongly agreed with the statement
  - 47 (13.2%) Agreed agreed with the statement

- *I felt welcomed by staff / volunteers*
  - 297 (83.2%) Strongly agreed with the statement
  - 53 (14.8%) Agreed agreed with the statement

- *Has encouraged me to attend more similar events in future*
  - 261 (73.1%) Strongly agreed with the statement
  - 81 (22.7%) Agreed agreed with the statement

- *Gives everyone the chance to share and celebrate experiences together*
  - 258 (72.2%) Strongly agreed with the statement
  - 84 (17.0%) Agreed agreed with the statement

- *Places the community at the centre*
  - 229 (64.1%) Strongly agreed with the statement
  - 94 (16.9%) Agreed agreed with the statement.

VALUE STATEMENTS

7 in 10 respondents, or more, Strongly agreed or Agreed with the remainder of the value statements tested – that *Place des Anges*:

- *Has shown me that there is more to Hull than I had expected*
    - 185 (51.8%) Strongly agreed with the statement
    - 115 (32.2%) Agreed agreed with the statement

- *Was accessible to those with disabilities/access issues*
    - 149 (41.7%) Strongly agreed with the statement
    - 145 (40.6%) Agreed agreed with the statement

- *Has given me the opportunity to interact with other people who I wouldn't have normally interacted with*
    - 151 (42.3%) Strongly agreed with the statement
    - 125 (35.0%) Agreed agreed with the statement

- *Has made me think that getting involved in a project as a volunteer looks like fun*
    - 126 (35.3%) Strongly agreed with the statement
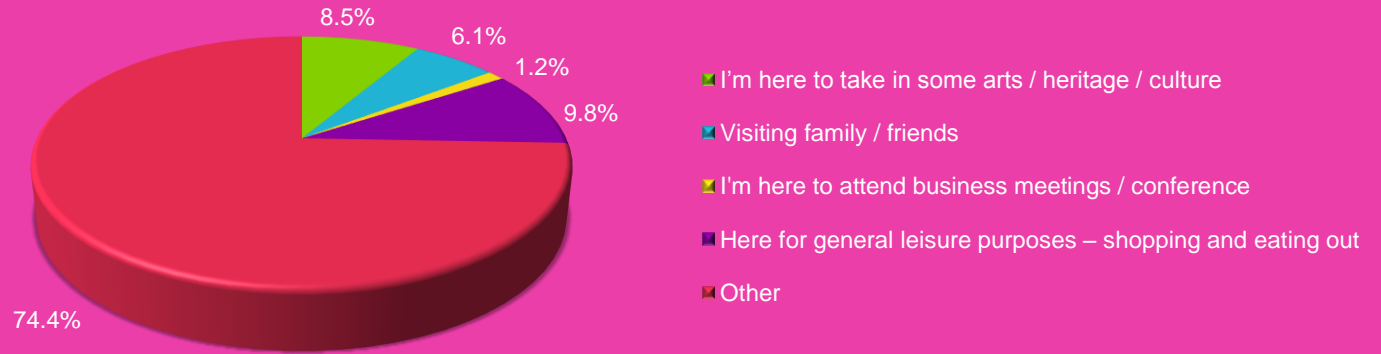   - 128 (34.0%) Agreed agreed with the statement.

VISITORS

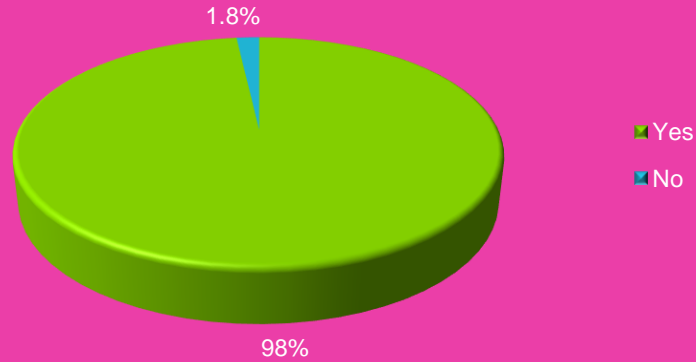Which of the following best describes you on the day you attended the event?

9.8%

- I was a day visitor to the area
- I was staying overnight

Base: 164

90.2%
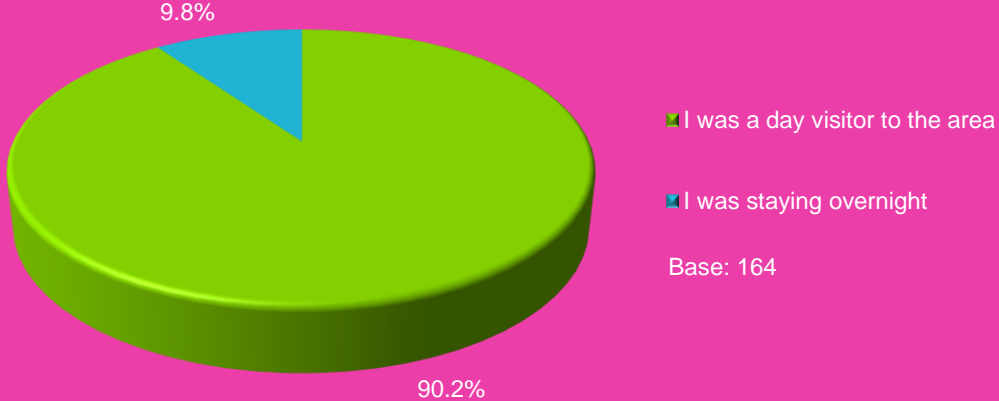
VISITOR TYPE

What was the main purpose of your visit to Hull when you attended this event?

- 8.5%
- 6.1%
- 1.2%
- 9.8%
- 74.4%

- I'm here to take in some arts / heritage / culture
- Visiting family / friends
- I'm here to attend business meetings / conference
- Here for general leisure purposes – shopping and eating out
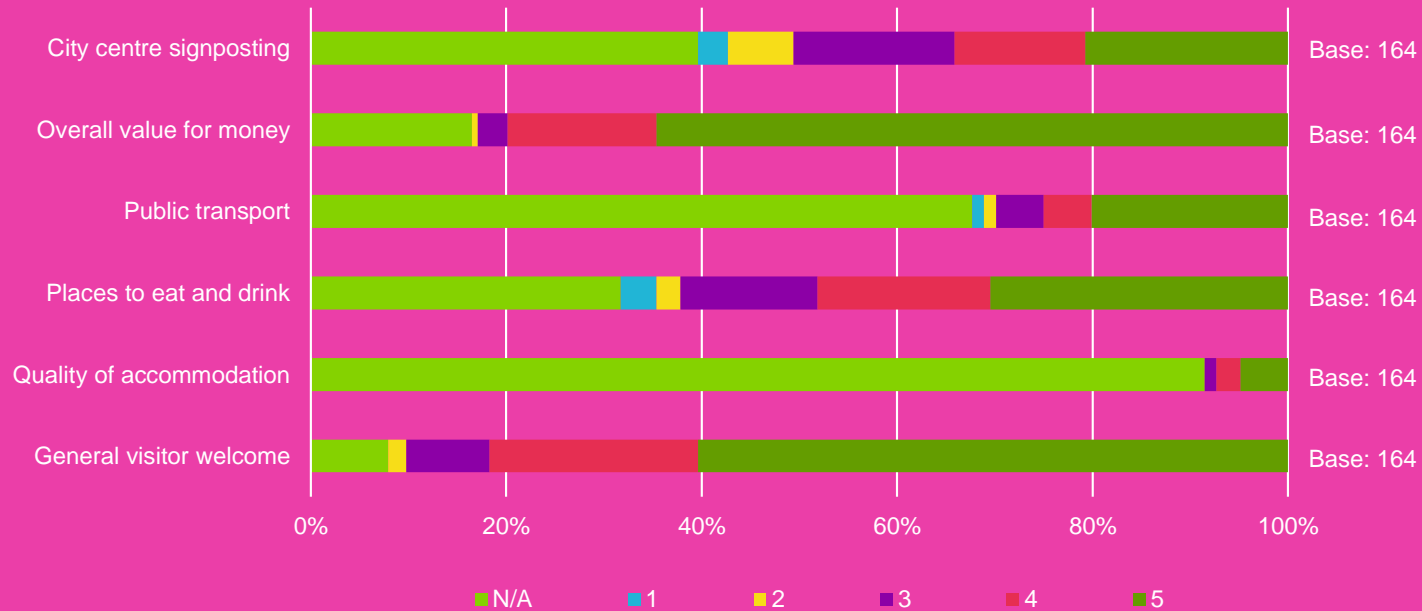- Other

Had you been to Hull before?

- 1.8%
- 98%

- Yes
- No

VISIT TO HULL

Base: 164

As a visitor to Hull, how satisfied or dissatisfied were you with the following on the day you attended the event?

	N/A	1	2	3	4	5

City centre signposting — Base: 164
Overall value for money — Base: 164
Public transport — Base: 164
Places to eat and drink — Base: 164
Quality of accommodation — Base: 164
General visitor welcome — Base: 164

VISITOR SATISFACTION
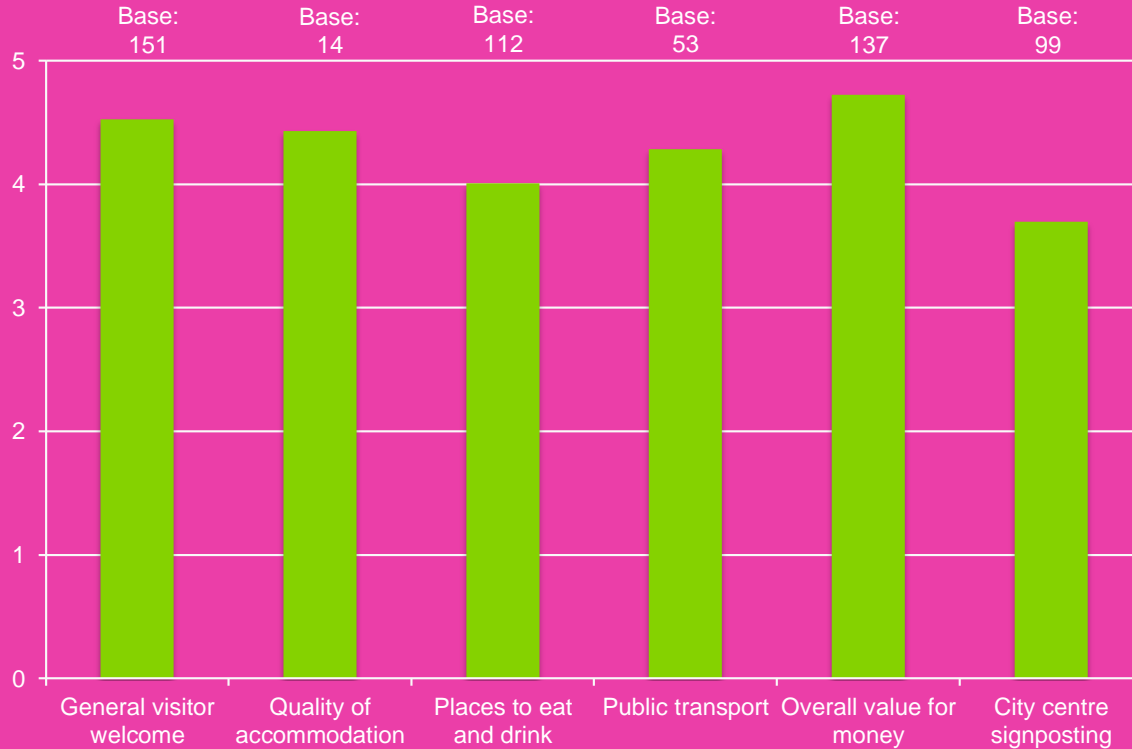
As a visitor to Hull, how satisfied or dissatisfied were you with the following on the day you attended the event?

VISITOR SATISFACTION

STAYING VISITORS: NUMBER OF DAYS & NIGHTS (BASE:16)

Average number of days	2.75
Most frequent number of days	2
Longest number of days	7
Average number of nights	2
Most frequent number of nights	1
Longest number of nights	7

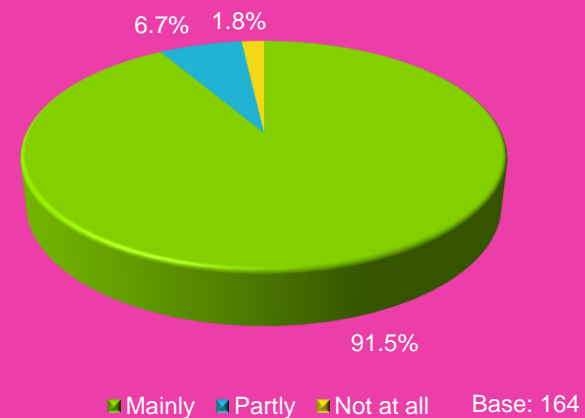## VISITOR SPEND

Accommodation (Base: 16)

Average spend on accommodation	£44.13
Highest spend on accommodation	£240.00
Lowest spend on accommodation	£0.00

Other spend (Base: 162)

Average spend – other spend	£22.90
Highest spend – other spend	£200.00
Lowest spend – other spend	£0.00

To what extent is your visit to Hull motivated by this event?

6.7% 1.8%

91.5%

■ Mainly ■ Partly ■ Not at all   Base: 164

STAYING VISITORS & VISITOR SPEND

VISITORS

- Nearly all visitors (9 in 10) defined themselves as day visitors

- Three-quarters of visitors gave the reason 'Other' as their reason for being in Hull, with almost all specifying that they had come specifically for *Place des Anges*

- General leisure purposes and to take in some arts/heritage/culture were the other reasons that approximately 1 in 10 visitors cited as their reason for being in Hull on the day of *Place des Anges*

- Nearly all visitors to Hull had visited the city before attending for *Place des Anges*.

VISITOR SATISFACTION

There were three areas of visitor satisfaction that a high percentage of visitors had experienced and had therefore given a rating to, all scoring 4 or more out of 5:

- Overall value for money: 92% of visitors rated this aspect of the visitor experience to Hull and gave an average score of 4.7

- General visitor welcome: 84% of visitors rated this aspect of the visitor experience to Hull and gave an average score of 4.5

- Places to eat and drink: 68% of visitors rated this aspect of the visitor experience to Hull and gave an average score of 4.0.

City centre signposting was the least satisfactory aspect of the visitor experience to Hull:

- City centre signposting: 60% of visitors rated this aspect of the visitor experience to Hull and gave an average score of 3.7.

VISITOR SPEND

9 out of 10 respondents stated that their motivation for being in Hull that day was **Mainly** because of *Place des Anges.*

Of the 16 people who were overnight visitors:

- The average number of days spent in Hull was 2.75 and the average number of nights 2

- The most likely number of days and nights spent in Hull by respondents was 2 days

- The longest stay was 7 days and 7 nights

- The average spend on accommodation was £44.13

- The highest spend on accommodation was £240 and the lowest £0, suggesting many were staying with friends or family.

Among all visitors to Hull for *Place des Anges:*

- The average 'other spend' was £22.90

- The highest 'other spend' was £200' and the lowest £0.