

## WELCOME

**Many thanks for participating in Into The Light**

**This questionnaire will be used to see what you thought of the project, and to help us understand what we're doing well, and where improvements need to be made for projects that we run in the future.**

**We're also keen to understand a little bit more about our participants, so we can measure the effectiveness of our marketing and outreach activities.**

**It should take approximately 15 minutes to complete.**

**Please be assured that all responses provided to this questionnaire are anonymised for the purposes of evaluation and treated with the strictest confidence. No names will be assigned to the results. Hull 2017 and all evaluation partners adhere to the Market Research Society's Code of Conduct and follow the data protection principles set out in the Data Protection Act 1998.**

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

**Please complete the questionnaire by noon (GMT) on 12 Aug 2017.**

## YOUR EXPERIENCE

### \* 1. What was your main reason for taking part in 'Into The Light'?

(Please select one answer only)

- Because it's part of Hull UK City of Culture 2017
- I regularly take part in Yorkshire Dance activities
- 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 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
- Interested to find out more about Hull
- No particular reason / someone else's idea
- I was in the area anyway
- Please specify artists of interest OR other motivation below:

### \* 2. How far would you disagree or agree with the following statements?

(Please select one option only for each statement)

#### 'Into The Light'...

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
...gave everyone the chance to share and celebrate together'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...was an enjoyable experience'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...placed the community at the centre'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...gave me the opportunity to interact with other people who I wouldn't have normally interacted with'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...has introduced me to dance for the first time'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...made me think more positively about people from other generations'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...inspired me to talk to people from other generations about the stories presented'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...provided me with a different experience of the city'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**\* 3. How much happier did participating 'Into The Light' make you feel?**

Happier  The same  Less happy

**\* 4. How proud do you feel of your contribution to 'Into The Light'?**

Not at all proud  Occasionally proud  Mostly proud  Very proud

**\* 5. Please rate the following statement, in relation to your personal experience:**

"I feel like I belong / belonged at 'Into The Light'"

Never  Sometimes  Most of the time  Always

**\* 6. Have your thoughts and feelings about your life/future changed positively as a result of being involved in 'Into The Light'?**

Yes, a lot  Yes, a bit  Not at all

**7. Please share any further comments you have about 'Into The Light' below:**

## MARKETING

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

**\* 8. How did you find out about 'Into The Light'?**

(Please tick **all** that apply)

- Friends/family/colleagues - told me in person
- Friends/family colleagues – via social media / email
- Hull 2017 Volunteer - told me or via social media / email
- www.prideinhull.co.uk
- www.hull2017.co.uk
- Other website (please specify)
- Pride in Hull Facebook / Twitter / Instagram / Youtube / Flickr / e-newsletter
- Hull 2017 Facebook / Twitter / Instagram / Youtube / Flickr / e-newsletter
- Other organisation Facebook / Twitter / Instagram / YouTube / Flickr (please specify)
- Advertising and printed promotional material (e.g. brochure, leaflet, flyer, billboard, poster)
- Newspaper
- TV
- Radio
- Don't remember
- Other (please specify)

Where applicable, please specify other organisation social media / website / other publicity source

## WHERE ARE YOU FROM?

The following questions help us understand where you have travelled from, and if you are a visitor what attracted you to Hull, how satisfied you are with your visit, and how your visit has impacted upon the city.

\* 9. Do you live in Hull?

Yes

No

HULL RESIDENTS

**\* 10. Have you been to, or are you planning to attend or take part in other events and activities programmed for Hull UK City of Culture 2017?**

Yes

No

Not sure



## FREQUENCY OF VISITS TO HULL

\* 15. On average, over the course of a year, how frequently do you visit Hull?

- Less frequently than once a year
- 1-2 times per year
- 3-4 times per year
- 5-6 times per year
- More frequently than six times a year



LENGTH OF VISIT

\* 18. Did you visit just for the day, or did you stay overnight when you participated in 'Into The Light'?

Just for the day  Stayed overnight

## OVERNIGHT VISITORS

\* 19. During your visit, at the time you participated in 'Into The Light', how many nights did you stay in the area and how many days?

Number of nights:

Number of days:

20. Would you mind telling us how much you spent personally on accommodation in Hull overall as part of your visit? (please enter to the nearest £, or enter zero if applicable - if you don't know or prefer not to answer please leave the box blank)

\* 21. What type of accommodation did you stay in?

(Please tick all that apply)

Bed and Breakfast

Static caravan

Guest House

Touring caravan

Hotel

Camping

Self-catering

Airbnb

With Friends / Family

Other (please specify)

## WHAT YOU SPENT

**We are asking these questions to measure the impact that arts and cultural events have on the economy of the city. We understand that this information is of a sensitive nature, but if you are willing to share it with us, it will be greatly appreciated.**

**22. How much do you estimate you spent on you and others with you on the following in Hull on the day of 'Into The Light' as part of your participation?** (please enter to the nearest £, or enter zero as applicable - if you don't know or prefer not to answer please leave the box blank)

Food and drink

Shopping

Travel and transport (including parking)

Other

## ABOUT YOU & YOUR GROUP

The following information is to enable us to better understand our audiences, and determine how effective we are in reaching a broad and diverse number of people. Please be assured that this information will be treated sensitively. It will remain completely anonymous and will not be linked to any individual.

23. What is your post code? (if you live outside the UK, please enter country of residence)

(This will be used for evaluation purposes only, to map audiences for our project)

\* 24. Which of the following best describes your employment status?

(Please select **one** answer only)

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

\* 25. How do you define your gender?

(Please select **one** answer only)

- |  |   |
|--|---|
| <input type="radio"/> Male                   | <input type="radio"/> Gender non-conforming |
| <input type="radio"/> Female                 | <input type="radio"/> Prefer not to say     |
| <input type="radio"/> Transgender            |   |
| <input type="radio"/> Other (please specify) |   |

\* 26. How would you describe your ethnic background?

(Please select one answer only)

- White:** English/Welsh/Scottish/Northern Irish/British
- White:** Irish
- White:** Gypsy or Irish Traveller
- White:** Polish
- White:** Any other white background (write in box below if you wish)
- Mixed/multiple ethnic groups:** White and Black Caribbean
- Mixed/multiple ethnic groups:** White and Black African
- Mixed/multiple ethnic groups:** White and Asian
- Mixed/multiple ethnic groups:** Any other Mixed/multiple ethnic background (write in box below if you wish)
- Asian/Asian British:** Bangladeshi
- Asian/Asian British:** Indian
- Asian/Asian British:** Pakistani
- Asian/Asian British:** Chinese
- Asian/Asian British:** Any other Asian background (write in box below if you wish)
- Black/African/Caribbean/Black British:** African
- Black/African/Caribbean/Black British:** Caribbean
- Black/African/Caribbean/Black British:** Any other Black/African/Caribbean background (write in box below if you wish)
- Other:** Arab
- Other:** Any other ethnic background (write in box below if you wish)
- Prefer not to say
- Please specify in this box if you wish:

\* 27. Which of the following age groups do you fall into?

(Please select one answer only)

- Under 6 years
- 6-10 years
- 11-15 years
- 16-17 years
- 18-19 years
- 20-24 years
- 25-29 years
- 30-34 years
- 35-39 years
- 40-44 years
- 45-49 years
- 50-54 years
- 55-59 years
- 60-64 years
- 65-69 years
- 70-74 years
- 75+ years
- Prefer not to say

\* 28. 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?

- Yes - limited a lot
- Yes - limited a little
- No
- Prefer not to say

AND FINALLY...

**\* 29. 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

**\* 30. Would you like to be entered into the free prize draw to win Hull 2017 official merchandise?**

Yes

No

## CONTACT DETAILS

**You previously stated that you would be happy for Hull 2017, the University of Hull or their official evaluators to contact you to take part in future research and / or that you would like to be entered in the free prize draw. In order for us to be able to do this, please provide your name below, along with an email address and / or telephone number. We will not use this information for any other purposes than those you opt into.**

**\* 31. Name:**

**32. Email address:**

**33. Telephone number:**