**QUESTION BANK FOR AUDIENCE SURVEY**

**MANDATORY QUESTIONS**

**We expect that the Creative Communities Programme will play a central role in helping grow and diversify those attending arts and culture events – key objectives of what Hull 2017 as whole hopes to achieve. This includes attracting new people to attend, and perhaps attracting back those people who used to attend, but no longer do. These questions will help provide data to support or disprove this expectation.**

All projects must ask the following questions in their audience survey.

In the last year, how often have you done the following?   
(Please tick one box on each line)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Not in the last 12 months** | **Once** | **Twice** | **Three or more times** |
| Taken part in a creative, artistic, dance, theatrical or music activity or spent time doing a craft |  |  |  |  |
| Attended an event, performance, or festival involving creative, artistic, dance, theatrical or music activity |  |  |  |  |
| Attended a museum, gallery or other historic attraction |  |  |  |  |

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

In the last 12 months, have you taken part in any of the following activities? This could be attending as an audience member and/or actively taking part in the activity   
(Please tick all that apply)

|  |  |  |
| --- | --- | --- |
|  | **Audience member** | **Taken part** |
| Ballet/Dance |  |  |
| Circus |  |  |
| Comedy |  |  |
| Festivals |  |  |
| Film |  |  |
| Heritage / local history events |  |  |
| Literature / Spoken Word / Poetry |  |  |
| Museum / historical attraction |  |  |
| Music |  |  |
| Opera |  |  |
| Outdoor events |  |  |
| Theatre |  |  |
| Visual arts / crafts |  |  |
| None of the above |  |  |

**QUESTIONS TO MEASURE TAKE UP AND RESPONSE TO ACCESS & INCLUSIVITY PROVISIONS**

**The questions in this section can be used by your project to understand the importance of different types of access provision and how they do or do not overcome the barriers that stop people from attending events/activities. The data collected can inform how you change your approach to access as you deliver your project; how you design future events/projects; and how you publicise these provisions via your marketing and communications.**

Did you make use of any of the following access provisions for [INSERT PROJECT NAME] for you or a member of your group? (group can refer to a friend, family member, support worker, group leader, etc.) Amend as per the access provisions made available for your project.

BSL Interpretation

Audio description

Relaxed performance

Captioned performance

Touch tour

Pre-performance notes

Large print formats

Information in other languages

Accessible parking

On a scale of 1-5, where 1 is ‘Poor’ and 5 is ‘Excellent’ how would you rate the access provisions for [INSERT PROJECT NAME]?

Amend as per the access provisions made available for your project.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Poor** | **OK** | **Good** | **Very Good** | **Excellent** | **N/A** |
| BSL Interpretation |  |  |  |  |  |  |
| Audio description |  |  |  |  |  |  |
| Relaxed Performance |  |  |  |  |  |  |
| Captioned performance |  |  |  |  |  |  |
| Touch tour |  |  |  |  |  |  |
| Pre-performance notes |  |  |  |  |  |  |
| Large print formats |  |  |  |  |  |  |
| Information in other languages |  |  |  |  |  |  |
| Accessible parking |  |  |  |  |  |  |

Would you still have attended [INSERT PROJECT NAME] if the access provisions you used were not available?

Yes  No  Don’t know

Please let us know in the box below how we could improve the access provisions offered:

**QUESTIONS LINKED TO MEASURING AUDIENCES MOTIVATION TO ATTEND**

**The questions in this section can be used by your project to understand why your audiences chose to attend events. The answers can be used to inform the design of future projects, by identifying what are key aspects to a successful event (e.g. that families can come together, that it is a unique experience, or that it has a social element). The answers can also be used to inform the key messages you push in your marketing and communications activities.**

What were your main reasons for attending [INSERT PROJECT NAME]? (Please select up to 3 only)

You can add in suggestions of your own, and take out of the list any motivations that are not relevant to your project.

Because it's supported by 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 story/subject of the project

Specific interest in the artist/performer/company involved (please specify)

Role models have influenced me to get involved in the project

Trying something new or different

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/somebody else's idea

Other (Where applicable please specify artist/performer/company involved, or other reason for attending):

Did you travel more than 20 minutes to attend this event?

Yes  No

**QUESTIONS LINKED TO MEASURING EFFECTIVENESS OF MARKETING & COMMUNICATIONS**

**The questions in this section can be used by your project to identify the ways audiences found out about your project. The answers should help you to identify the most effective forms of advertising, informing future marketing strategies and giving you an idea of where money is best invested for marketing and communications activity.**

How did you find out about [INSERT PROJECT NAME]?   
*(Please select all that apply)*

Ensure all the marketing activities you have undertaken are in this list, either individually or grouped logically (e.g. billboards and bus stop posters could be grouped together as one category – ‘outdoor advertising’). You can refer to your Marketing & Communications Plan to help you.

Friends/family/colleagues told me

Social media/email from friends/family/colleagues

[INSERT YOUR WEBSITE ADDRESS]

[INSERT YOUR SOCIAL MEDIA PAGES]

Other organisations’ website (please specify)

Other organisations’ social media (please specify)

Billboards

Bus stop posters

[INSERT PROJECT NAME] leaflet / flyer through door

[INSERT PROJECT NAME] leaflet / flyer I picked up

Newspaper

TV

Radio

Other (where applicable, please specify other organisation social media/website/other publicity source):

**QUESTIONS LINKED TO MEASURING AUDIENCE SATISFACTION & RESPONSE TO THE PROJECT**

**The questions in this section can be used by your project to identify the extent to which your project is positively perceived and/or resulting in positive outcomes for audience members, and where improvements might be made. Findings from these questions can inform the ongoing development of your project, and also be used as key learnings for developing new projects. You can also use the findings as evidence about the outcomes of your project to demonstrate your track record in future funding applications.**

How likely are you to recommend [INSERT PROJECT NAME] to friends or family? (where 10 is the most likely to recommend and 0 is the least)

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

How far would you agree with the following statements? [INSERT PROJECT NAME]…

You can add in suggestions of your own, and take out of the list any statements that are not relevant to your project.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly disagree** | **Disagree** | **Neither agree nor disagree** | **Agree** | **Strongly agree** |
| Is an enjoyable experience |  |  |  |  |  |
| I felt welcomed by staff / volunteers |  |  |  |  |  |
| Places the community at the centre |  |  |  |  |  |
| Gives everyone the chance to share and celebrate experiences together |  |  |  |  |  |
| Has shown me that there is more to Hull than I had expected |  |  |  |  |  |
| Has encouraged me to attend more similar events in future |  |  |  |  |  |
| Has made me want to take more risks when choosing what arts and culture I choose to see |  |  |  |  |  |
| Has given me the opportunity to interact with other people who I wouldn’t have normally interacted with |  |  |  |  |  |
| Has made me think that getting involved in a project as a volunteer looks like fun |  |  |  |  |  |

Please give [INSERT PROJECT NAME] a score out of 10 (where 10 is the top score and 0 the lowest) for the following statements.

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **0** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| It was an interesting idea |  |  |  |  |  |  |  |  |  |  |  |
| It was well produced and presented |  |  |  |  |  |  |  |  |  |  |  |
| It was different from things I’ve experienced before |  |  |  |  |  |  |  |  |  |  |  |
| It was thought-provoking |  |  |  |  |  |  |  |  |  |  |  |
| It was absorbing and held my attention |  |  |  |  |  |  |  |  |  |  |  |
| I would come to something like this again |  |  |  |  |  |  |  |  |  |  |  |
| It is important that it's happening in Hull |  |  |  |  |  |  |  |  |  |  |  |
| It has something to say about the world in which we live |  |  |  |  |  |  |  |  |  |  |  |
| It was well thought through and put together |  |  |  |  |  |  |  |  |  |  |  |

Since attending [INSERT PROJECT NAME], have you been inspired to get more involved in new projects and activities?

Yes  No  Don’t know

Please rate your level of enjoyment of the event:

I enjoyed it very much

I enjoyed it

I didn’t enjoy it

I really didn’t enjoy it

**QUESTIONS LINKED TO MEASURING AUDIENCE EXPERIENCE OF HERITAGE**

**The questions in this section can be used by your project to identify the extent to which your project provides a positive heritage experience, i.e. how much audience members learn about the history and/or heritage your project seeks to present; and the quality of your approach to presenting the history and/or heritage within the project. Findings from these questions can inform the ongoing development of your project, and be used as key learnings for developing new projects. You can also use the findings as evidence about the heritage outcomes of your project to demonstrate track record in future funding applications. If you have mid- to long-term engagement with your participants it is recommended that you ask the questions marked with a \* at the beginning and end of the project to measure the change in their responses.**

* Heritage - this means valued objects and qualities such as historic buildings and cultural traditions that have been passed down or preserved from previous generations
* History – this means past events connected with a particular person or thing

How far would you agree with the following statements? [INSERT PROJECT NAME]…

You can add in suggestions of your own and take out of the list any statements that are not relevant to your project. This section focuses on the history and heritage included in your project,

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly agree** | **Agree** | **Neither agree nor disagree** | **Disagree** | **Strongly disagree** |
| …presented stories from Hull’s past that I had no prior knowledge of |  |  |  |  |  |
| …presented new things about previously known stories from Hull’s past |  |  |  |  |  |
| …presented Hull’s history/heritage to a high standard |  |  |  |  |  |
| …presented Hull’s history/heritage in a different way |  |  |  |  |  |
| …has made me want to find out more about the history/heritage presented |  |  |  |  |  |

As a result of attending [INSERT PROJECT NAME], has your knowledge of [insert history/heritage explored]:

Increased a lot

Increased a little

Stayed the same

**QUESTIONS LINKED TO MEASURING CHANGES IN PERCEPTION TOWARDS DISABILITY**

**The questions in this section can be used by your project to identify the extent to which your project provides a positive image of disability, i.e. how audience witness disabled people performing or delivering activity they had not expected. Findings from these questions can inform the ongoing development of your project, and be used as key learnings for developing new projects. You can also use the findings as evidence about the outcomes of your project to demonstrate your track record in future funding applications. If you have mid- to long-term engagement with your participants it is recommended that you ask the questions marked with a \* at the beginning and end of the project to measure the change in their responses.**

Would you say your view of disabled people was positive or negative before attending [INSERT PROJECT NAME]?

Very positive

Positive

Negative

Very negative

In light of your response to the above question, would you say that attending [INSERT PROJECT NAME], has caused you to have a different view of disabled people?

Much more positive

More positive

Stayed the same

More negative

**QUESTIONS LINKED TO VISITORS**

**The questions in this section are only useful to projects that expect to attract tourist visitors. They can be used by your project to identify the extent to which your project motivated their visit to Hull; whether your project is attracting new visitors to Hull; and the economic impact of their visit on the city. The findings can be used to inform the geographical locations you should target with your marketing and communications; and provide evidence of the positive economic impact your project has on the local economy.**

Where do you live? (select one)

Hull  East Riding

Elsewhere in the UK  Outside the UK

What was the main purpose of your visit to Hull when you attended [INSERT PROJECT NAME]? (select one)

I'm here to take in some arts / heritage / culture

Visiting friend / family

I'm here to attend business meetings / a conference

I'm on a study trip

Here for general leisure purposes - shopping and eating out

Other (please specify):

Have you been to Hull before?

Yes  No

Which of the following best describes you on the day you attended [INSERT PROJECT NAME]?

I am a day visitor to the area  I am staying overnight

As an overnight visitor to Hull, during your stay, how many nights did you stay in the city and how many days? (e.g. if you arrived on Saturday 2 July in the morning and stayed until the evening of Sunday 3 July you would enter '1' in the box beside Number of nights, and '2' in the box beside Number of days):

Would you mind saying how much you spent personally on accommodation in Hull 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)

Excluding any ticket price, would you mind saying how much you spent personally on the day you attended [INSERT PROJECT NAME] as part of your visit? (please enter to the nearest £, or enter zero as applicable - if respondent doesn't know or prefers not to answer please leave the box blank)

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

Mainly  Partly  Not at all