BLADE ATTENDANCE

a , ca miow, pilo	r to seeing 'Blade', that it was part of Hull UK City of Culture 2017? Select one only
Yes	
No	
Don't know / can't rer	member
2. Are you planning to Culture 2017? Select	o attend or participate in other events and activities programmed for Hull UK City of one only
Yes	
○ No	
Not sure	
3. Blade is running	until March
a. How many times	have you been to look at it properly, rather than just passing
b. How many times	do you think that you will go again, to look at it properly?
No of times visited	
No of times visited No of times will visit again	
No of times will visit again	ou/will you stay for on each of these occasions? Enter number of minutes each time.
No of times will visit again 4. And how long did y Max 7 visits.	ou/will you stay for on each of these occasions? Enter number of minutes each time.
No of times will visit again 4. And how long did y Max 7 visits. (convert hours to min	ou/will you stay for on each of these occasions? Enter number of minutes each time.
No of times will visit again 4. And how long did y Max 7 visits. (convert hours to min 1	ou/will you stay for on each of these occasions? Enter number of minutes each time.
No of times will visit again 4. And how long did y Max 7 visits. (convert hours to min 1	ou/will you stay for on each of these occasions? Enter number of minutes each time.
No of times will visit again 4. And how long did y Max 7 visits. (convert hours to min 1 2 3 4	ou/will you stay for on each of these occasions? Enter number of minutes each time.
No of times will visit again 4. And how long did y Max 7 visits. (convert hours to min 1 2 3	ou/will you stay for on each of these occasions? Enter number of minutes each time.

MOTIVATION TO ATTEND BLADE

* 5. In general, what was your <u>main</u> reason for visiting / seeing the artwork(s) within the Look Up programme, on the day(s) you visited? (Please select one answer 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 work	
Wanted to see / do something creative	
Specific interest in the artist Nayan Kulkarni	
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)	
Please specify artist(s) of interest OR other motivation below:	

YOUR EXPERIENCE

* 6. How likely or unlikely are you to recommend something like Blade to friends or family, on a scale of 0	O
10, where 0 is very unlikely and 10 is very likely?	

Very										
unlikely										Very likely
0	1	2	3	4	5	6	7	8	9	10

* 7. 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 Blade? (Please select <u>one</u> option only for each statement)

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

Blade						
	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	N/A
made me think about Hull's contribution to the world'						C
made me look at Hull's buildings and public spaces in a different way'						\subset
provided me with a different experience of the city'						
challenged my understanding of art'						\subset
\ldots showed the aspirations of the City now and in the future'						C
was an enjoyable experience'						\subset
gave everyone the chance to share and celebrate together'						C
showed me that there is more to Hull than I had expected'						
gave me the opportunity to interact with other people who I wouldn't have normally interacted with'						C
has made me think that getting involved in a project as a volunteer looks like fun'			\bigcirc			C

BLADE AUDIENCE SURVEY										
HU	HULL 2017 VOLUNTEERS WORKING ON LOOK UP									
*	9. How far would you o		ree with the fo		nts about Bla	ade?				
		Strongly disagree	Disgaree	Neither disagree nor agree	Agree	Strongly agree	N/A or Don't know			
	I felt welcomed by security/stewards									
	I felt welcomed by Hull 2017 Volunteers									

	IDIF		

MARKETING

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

* 10. How did you find out about Blade installation? (Please tick <u>all</u> that apply) Ask unprompted then prompt if necessary, i.e.: Was it
Friends/family/colleagues - told me in person
Friends/family colleagues – via social media / email
www.hull2017.co.uk
Other website (please specify)
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

BLADE AUDIENCE SURVEY WHERE ARE YOU FROM? 11. What is your country of residence? (CATI Scripting - Drop down list with UK at top. Full list of all countries plus 'other') 12. UK residents: And could you just tell me your home postcode? 13. Was your visit/were your visits to Hull City Centre on the day/days you went to see 'Blade' mainly, partly or not at all due to 'Blade'? Select one - Ask for first 3 visits only Mainly Partly Not at all Visit 1 Visit 2 Visit 3 * 14. When you last saw (visited) the Look Up artwork(s) what was themain purpose of your visit to Hull? (Please 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 was on a study trip For general leisure purposes – shopping and eating out Because I work in Hull Just to see (visit) the Look Up artwork(s) Other (please specify)

BLA	ADE AUDIENCE SU	RVEY								
INT	INTERPRETATION									
ti [[[hem to take a guess a BP British Council Greenport Hull KCOM Siemens	d you read the information b								
3	square? Select if yes,	Saw or read Saw	Read	Did not see or read						
	Information in a nearby shop window	0	0							
	Information boards									
	Information leaflet									

		JRVFY

EFFECTIVENESS OF INTERPREATATION

17. Thinking about the information in the shop window/boards/leaflets about 'Blade' in Queen Victoria Square, how far you would agree or disagree with the following statements.

This time, for each one, you can say Strongly Disagree, Disagree, Neither disagree nor agree, Agree, or Strongly Agree? Select one for each statement

The information boards / leaflets about Blade...

			Neither			
	Strongly		disagree nor	•	Strongly	Don't
	disagree	Disagree	agree	Agree	agree	remember
contained information that I found interesting						
helped me to understand the artwork better						
made me think differently about the artwork						

BLADE AUDIENCE SURVEY	
WHERE ARE YOU FROM?	
* 18. Do you live in Hull?	
Yes	No

BLADE AUDIENCE SU	JRVEY					
VISIT TO HULL						
* 19. 18. Had you been	to Hull before o	coming to see	the 'Blade' insta	allation?		
Yes			O No			
* 20. As a visitor to Hull, how satisfied are you please tick N/A)						
	Very dissatisfied	Dissatisfied	dissatisfied or satisfied	Satisfied	Very Satisfied	N/A
General visitor welcome						
Quality of accomodation						
Places to eat and drink						
Public transport		\bigcirc				
Overall value for money						
City centre signposting						

BLADE AUDIENCE SURVEY	
LENGTH OF VISIT	
	questions about you and your party's visit.
	or did you stay overnight? Select one only
Just for the day	Stayed overnight

ERNIGHT VISIT	ГORS	
22. During your vis area and how mar	· · · · · · · · · · · · · · · · · · ·	u attended 'Blade', how many nights in total did you stay i
Number of nights:		
Number of days:		
	swer please leave the b	
24. What type of a Bed and Breakfas	-	stay in? (Please tick all that apply) With Friends / Family
Guest House		Static caravan
Hotel		Touring caravan
Self-catering		Camping
Other (please spe	ecify)	

your visit to 'Blade' as part of your visit? does not know of would prefer not to ans Hull 2017 merchandise Food and drink Shopping Travel and transport (including parking) Other 'attractions' 'Spending money' for children Other 26. Would you have come in to Hull City	Enter to the nearest swer leave the boxed visit 1	st £, or enter zero if none	e – if the responden
your visit to 'Blade' as part of your visit? does not know of would prefer not to ans Hull 2017 merchandise Food and drink Shopping Travel and transport (including parking) Other 'attractions' 'Spending money' for children Other 26. Would you have come in to Hull City	Enter to the nearest swer leave the boxed visit 1	st £, or enter zero if none es blank). Record for firs	e – if the responden t 3 visits only
Food and drink Shopping Travel and transport (including parking) Other 'attractions' 'Spending money' for children Other	Enter to the nearest swer leave the boxed visit 1	st £, or enter zero if none es blank). Record for firs	e – if the responden t 3 visits only
Food and drink Shopping Travel and transport (including parking) Other 'attractions' 'Spending money' for children Other 26. Would you have come in to Hull City		Visit 2	Visit 3
Food and drink Shopping Travel and transport (including parking) Other 'attractions' 'Spending money' for children Other 26. Would you have come in to Hull City	Centre on the day		
Shopping Travel and transport (including parking) Other 'attractions' 'Spending money' for children Other 26. Would you have come in to Hull City	Centre on the day		
Travel and transport (including parking) Other 'attractions' 'Spending money' for children Other 26. Would you have come in to Hull City	Centre on the day		
parking) Other 'attractions' 'Spending money' for children Other 26. Would you have come in to Hull City	Centre on the day		
'Spending money' for children Other 26. Would you have come in to Hull City	Centre on the day		
Other 26. Would you have come in to Hull City	Centre on the day		
26. Would you have come in to Hull City	Centre on the day		
26. Would you have come in to Hull City not on? Record for first 3 visits only	/ Centre on the day		
	Yes		No
Visit 1			
Visit 2			
Visit 3			

		Visit 1	Visit 2	Visit 3
Stayed at home				
Gone to work				
Gone shopping in Hull				
Gone shopping in East Yorkshire but outs	side of Hull			
Gone shopping outside of East Yorkshire				
Visited another attraction in Hull				
Visited another attraction in East Yorkshir	re but outside of Hull			
Visited another attraction outside of East				
Other				
Other (please specify)				
Other (pieuse speedily)				
	e the boxes blank). Rec		s only	
with you on the following? Enter to of would prefer not to answer leave Hull 2017 merchandise		ord for first 3 visits Visit 2	s only	Visit 3
of would prefer not to answer leave	e the boxes blank). Rec		s only	Visit 3
of would prefer not to answer leave	e the boxes blank). Rec		s only	Visit 3
of would prefer not to answer leave Hull 2017 merchandise Food and drink	e the boxes blank). Rec		s only	Visit 3
of would prefer not to answer leave Hull 2017 merchandise Food and drink Shopping Travel and transport (including	e the boxes blank). Rec		s only	Visit 3
of would prefer not to answer leave Hull 2017 merchandise Food and drink Shopping Travel and transport (including parking)	e the boxes blank). Rec		s only	Visit 3
of would prefer not to answer leave Hull 2017 merchandise Food and drink Shopping Travel and transport (including parking) Other 'attractions'	e the boxes blank). Rec		s only	Visit 3
of would prefer not to answer leave Hull 2017 merchandise Food and drink Shopping Travel and transport (including parking) Other 'attractions' 'Spending money' for children	e the boxes blank). Rec		s only	Visit 3
of would prefer not to answer leave Hull 2017 merchandise Food and drink Shopping Travel and transport (including parking) Other 'attractions' 'Spending money' for children	e the boxes blank). Rec		s only	Visit 3
of would prefer not to answer leave Hull 2017 merchandise Food and drink Shopping Travel and transport (including parking) Other 'attractions' 'Spending money' for children	e the boxes blank). Rec		s only	Visit 3
of would prefer not to answer leave Hull 2017 merchandise Food and drink Shopping Travel and transport (including parking) Other 'attractions' 'Spending money' for children	e the boxes blank). Rec		s only	Visit 3
of would prefer not to answer leave Hull 2017 merchandise Food and drink Shopping Travel and transport (including parking) Other 'attractions' 'Spending money' for children	e the boxes blank). Rec		s only	Visit 3
of would prefer not to answer leave Hull 2017 merchandise Food and drink Shopping Travel and transport (including parking) Other 'attractions' 'Spending money' for children	e the boxes blank). Rec		s only	Visit 3

ABOUT YOU & YOUR GROUP

ll questions are just a little bit about yourse	If. Firstly could you tell me
Which of the following best describes your e ease select <u>one</u> answer only)	mployment status?
Employed / working full or part time	Unable to work
Self-employed	Retired
Unemployed	Student
On a government scheme for employment training	Prefer not to say
Looking after family / home	
How do you define your gender? ease select one answer only)	
Male 77	Gender non-conforming
Female	Prefer not to say
Transgender	
Other (please specify)	

(Please select <u>on</u>	<u>ıe</u> answer only)	nic background?	
White: English/\	Welsh/Scottish/Northern Irish	n/British	
White: Irish			
White: Gypsy or	r Irish Traveller		
White: Polish			
White: Any othe	er white background (write in	box below if you wish)	
Mixed/multiple	ethnic groups: White and E	Black Caribbean	
Mixed/multiple	ethnic groups: White and E	Black African	
Mixed/multiple	ethnic groups: White and A	Asian	
Mixed/multiple	ethnic groups: Any other N	/lixed/multiple ethnic background (write	e in box below if you wish)
Asian/Asian Br	ritish: Bangladeshi		
Asian/Asian Br	itish: Indian		
Asian/Asian Br	itish: Pakistani		
Asian/Asian Br	itish: Chinese		
Asian/Asian Br	ritish: Any other Asian backç	ground (write in box below if you wish)	
Black/African/C	Caribbean/Black British: Af	rican	
Black/African/C	Caribbean/Black British: Ca	aribbean	
Black/African/C	Caribbean/Black British: Ar	ny other Black/African/Caribbean backç	ground (write in box below if you wish)
Other: Arab			
Other: Any other	er ethnic background (write i	in box below if you wish)	
Prefer not to say	У		
Please specify in	n this box if you wish:		
			_
* 32. Which of the (Please select on	following age groups	s do you fall into?	
16-17 years		35-39 years	60-64 years
18-19 years		40-44 years	65-69 years
		45-49 years	70-74 years
() 20-24 vears		,	, 5415
20-24 years 25-29 years		50-54 years	75+ years

0-2 years	Visit 1	Visit 2	Visit 3
3-5 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			

34. Are your day-to-day activities limite or is expected to last, at least 12 mont	ed because of a health problem or disability which has last hs?
Yes - limited a lot	No
Yes - limited a little	Prefer not to say
35. Are you a wheelchair user?	
Yes	○ No

ARTS AND CULTURAL PARTICIPATION

	Excluding the 'Blade' event, have you participated in or attended any of the following in the last 12 nths: read out full list and select all that apply)
	Ballet / Dance
	Circus
	Comedy
	Festivals
	Film
	Music
	Opera
	Outdoor events
	Theatre
	Visual arts / crafts
	Literature / Spoken Word / Poetry Heritage / local history events
	Museums / historical attractions
	None of the above
	Other arts or culture (please specify)
/ote	Hull 2017 are working with G F Smith to find the world's favourite colour. The most popular colour, as ed for by the public, will be used in an installation later in 2017. So, please can I ask
Wh	at is your favourite colour?

ADE AUDIENCE SURVEY				
YTHING ELSE?				
38. Do you have any furt	her comments abou	t 'Blade'?		

BLADE AUDIENCE SURVEY						
AND FINALLY						
* 39. 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					
* 40. And finally, would you like to op events like this one?	ot in to receive information via email from Hull 2017 about upcoming					
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. In order for us to be able to do this, please provide your name below, along with an email address and *I* or telephone number. We will not use this information for any other purposes than those you opt into.

1. Name:		
2. Email address:		
3. Telephone number:		