

BLADE AUDIENCE SURVEY

BLADE ATTENDANCE

1. Did you know, prior to seeing 'Blade', that it was part of Hull UK City of Culture 2017? Select one only

- Yes
- No
- Don't know / can't remember

2. Are you planning to attend or participate in other events and activities programmed for Hull UK City of Culture 2017? Select 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 will visit again

4. And how long did you/will you stay for on each of these occasions? Enter number of minutes each time.
Max 7 visits.

(convert hours to minutes if necessary)

1

2

3

4

5

6+

MOTIVATION TO ATTEND BLADE

* 5. In general, what was your main 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:

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 all 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 14. When you last saw (visited) the Look Up artwork(s) what was the main 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)

INTERPRETATION

15. Can you remember, who were the 2 main partners for 'Blade'? Was it: If respondent hesitates, ask them to take a guess at the 2

- BP
- British Council
- Greenport Hull
- KCOM
- Siemens

* 16. Did you see and did you read the information boards and leaflets about 'Blade' in Queen Victoria Square? Select if yes, saw or read

	Saw	Read	Did not see or read
Information in a nearby shop window	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information boards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information leaflet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

WHERE ARE YOU FROM?

* 18. Do you live in Hull?

Yes

No

LENGTH OF VISIT

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

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

Just for the day

Stayed overnight

OVERNIGHT VISITORS

* 22. During your visit/visits, at the time you attended 'Blade', how many nights in total did you stay in the area and how many days in total?

Number of nights:

Number of days:

23. Would you mind telling me 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)

* 24. What type of accommodation did you stay in? (Please tick all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Bed and Breakfast | <input type="checkbox"/> With Friends / Family |
| <input type="checkbox"/> Guest House | <input type="checkbox"/> Static caravan |
| <input type="checkbox"/> Hotel | <input type="checkbox"/> Touring caravan |
| <input type="checkbox"/> Self-catering | <input type="checkbox"/> Camping |
| <input type="checkbox"/> Other (please specify) | |

BLADE AUDIENCE SURVEY

WHAT YOU SPENT

25. How much do you estimate you spent on you and others with you on the following in Hull on the day of your visit to 'Blade' as part of your visit? Enter to the nearest £, or enter zero if none – if the respondent does not know or would prefer not to answer leave the boxes blank). Record for first 3 visits only

	Visit 1	Visit 2	Visit 3
Hull 2017 merchandise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food and drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel and transport (including parking)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other 'attractions'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
'Spending money' for children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26. Would you have come in to Hull City Centre on the day you visited 'Blade', if the 'Blade installation was not on? Record for first 3 visits only

	Yes	No
Visit 1	<input type="radio"/>	<input type="radio"/>
Visit 2	<input type="radio"/>	<input type="radio"/>
Visit 3	<input type="radio"/>	<input type="radio"/>

27. Which of the following would you have done had you not come to 'Blade'? Record for first 3 visits only

	Visit 1	Visit 2	Visit 3
Stayed at home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gone to work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gone shopping in Hull	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gone shopping in East Yorkshire but outside of Hull	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gone shopping outside of East Yorkshire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visited another attraction in Hull	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visited another attraction in East Yorkshire but outside of Hull	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visited another attraction outside of East Yorkshire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

28. If you had not been to 'Blade', how much do you estimate you would have spent on you and others with you on the following? Enter to the nearest £, or enter zero if none – if the respondent does not know or would prefer not to answer leave the boxes blank). Record for first 3 visits only

	Visit 1	Visit 2	Visit 3
Hull 2017 merchandise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food and drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel and transport (including parking)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other 'attractions'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
'Spending money' for children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ABOUT YOU & YOUR GROUP

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

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

(Please select **one** answer 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

* 30. How do you define your gender?

(Please select **one** answer only)

- Male
- Female
- Transgender
- Other (please specify)
- Gender non-conforming
- Prefer not to say

* 31. 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:

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

(Please select **one** answer only)

- | | | |
|-----------------------------------|-----------------------------------|---|
| <input type="radio"/> 16-17 years | <input type="radio"/> 35-39 years | <input type="radio"/> 60-64 years |
| <input type="radio"/> 18-19 years | <input type="radio"/> 40-44 years | <input type="radio"/> 65-69 years |
| <input type="radio"/> 20-24 years | <input type="radio"/> 45-49 years | <input type="radio"/> 70-74 years |
| <input type="radio"/> 25-29 years | <input type="radio"/> 50-54 years | <input type="radio"/> 75+ years |
| <input type="radio"/> 30-34 years | <input type="radio"/> 55-59 years | <input type="radio"/> Prefer not to say |

33. Including yourself, how many people were there in the group in each of the following age categories?

(If you do not know. please leave blank)

	Visit 1	Visit 2	Visit 3
0-2 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3-5 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6-10 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11-15 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16-17 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18-19 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20-24 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25-29 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30-34 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35-39 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40-44 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
45-49 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
50-54 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
55-59 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
60-64 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
65-69 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
70-74 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
75+ years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*** 34. 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

No

Yes - limited a little

Prefer not to say

35. Are you a wheelchair user?

Yes

No

ARTS AND CULTURAL PARTICIPATION

36. Excluding the 'Blade' event, have you participated in or attended any of the following in the last 12 months: 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)

37. Hull 2017 are working with G F Smith to find the world's favourite colour. The most popular colour, as voted for by the public, will be used in an installation later in 2017. So, please can I ask...

What is your favourite colour?

ANYTHING ELSE?

38. Do you have any further comments about 'Blade'?

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 opt in to receive information via email from Hull 2017 about upcoming events like this one?**

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 / or telephone number. We will not use this information for any other purposes than those you opt into.

* 41. Name:

42. Email address:

43. Telephone number: