 

**HEIGHT OF THE REEDS: AUDIENCE SURVEY**

Many thanks for coming along to **The Height Of The Reeds** at the Humber Bridge.

This questionnaire will be used to see what you thought of the event, and to help us understand what we're doing well, and where improvements need to be made for events that we run in the future. We're also keen to understand a little bit more about our audiences, so we can measure the effectiveness of our marketing and outreach activities.

As our project is supported by Hull 2017, there are also a few questions that will help them to evaluate the impact of the year that we have been asked to include. It should take no more than five 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.

Please return to **the Tourist Information Centre at Humber Bridge Country Park**.

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1. **What was your main reason for attending ‘The Height of The Reeds’?**(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 |
| 🞏 | I’m a regular attender of Opera North events / activities |
| 🞏 | 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 |
| 🞏 | Something to do with the kids |
| 🞏 | Interested to find out more about Hull |
| 🞏 | No particular reason / someone else’s idea |
| 🞏 | I was in town anyway |
| 🞏 | Other – please specify below: |
|  |  |

1. **If there any other reasons you would like to share with us, about why you chose to attend ‘The Height of The Reeds’ please do so below:**

|  |
| --- |
|  |

1. **How far would you disagree or agree with the statements?**  
    **The Height of The Reeds…**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly disagree** | **Disagree** | **Neither disagree nor agree** | **Agree** | **Strongly agree** |
| …gave everyone the chance to share and celebrate together | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …was an enjoyable experience | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …showed me that there is more to Hull than I expected | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …has made me think that getting involved in a project as a volunteer looks like fun | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …made me look at Hull's buildings (structures) and public spaces in a different way | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …provided me with a different experience of the city | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …challenged my understanding of art | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **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 'The Height of the Reeds’?**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **0 -**  **Nothing** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10 -**  **A lot** |
| 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 as part of Hull 2017 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| It has something to say about the world in which we live | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| It was well thought through and put together | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **Did you read any information boards, or other literature on the Humber Bridge and Country Park during your visit to ‘The Height of the Reeds’?**

|  |  |  |  |
| --- | --- | --- | --- |
| 🞏 | Yes (Please go to question 6) | 🞏 | No (Please go to question 8) |

1. **On a scale of 0-10, where ‘0’ is ‘Nothing at all’ and ‘10’ is ‘A lot’, how much have you learnt about the following aspects of Hull’s history and heritage as a result of attending ‘The Height of The Reeds’?**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **0 -**  **Nothing** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10 -**  **A lot** |
| History of the Humber Bridge | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **How far would you disagree or agree with the following statements?**  
    **“Using art based approaches to explore/present the history and heritage of Hull makes the history and heritage…**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly disagree** | **Disagree** | **Neither disagree nor agree** | **Agree** | **Strongly agree** |
| …more interesting” | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …easier to understand” | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **Please share any further comments you have about ‘Voices Across the Humber’ below:**

|  |
| --- |
|  |

1. **Have you previously crossed or visited the Humber Bridge?**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 🞏 | Yes | 🞏 | No (Please go to question 11) |  |  |  |

1. **If yes, for which of the following reasons have you crossed or visited the Humber Bridge?**

|  |  |  |  |
| --- | --- | --- | --- |
| 🞏 | To commute to work (by car, bike, bus, etc.) | |  |
| 🞏 | To visit Hull or North Lincolnshire | |  |
| 🞏 | To visit Humber Bridge Country Park for a specific event | |  |
| 🞏 | To visit Humber Bridge Country Park for a general visit | |  |
| 🞏 | To walk or cycle for recreational purposes | |  |
| 🞏 | Other: Please specify |  | |

1. **As a result of your visit today, would you return to the Humber Bridge and Country Park again?**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 🞏 | Yes |  | 🞏 | No | 🞏 | Not Sure |  |

1. **On a scale of 0-5, where ‘0’ is ‘Not at all interested’ and ‘5’ is ‘Very Interested’, how interested would you be to attend an arts or cultural event at Humber Bridge and Country Park in future?**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **0 -**  **Not at all interested** |  | **1** |  | **2** |  | **3** |  | **4** |  | **5 -**  **Very interested** |
| 🞏 |  | 🞏 |  | 🞏 |  | 🞏 |  | 🞏 |  | 🞏 |

1. **How did you find out about ‘The Height of the Reeds’?** (Please tick all that apply)

|  |  |
| --- | --- |
| 🞏 | Friends/family/colleagues - told me in person |
| 🞏 | Friends/family colleagues – via social media / email |
| 🞏 | www.hull2017.co.uk |
| 🞏 | www.operanorth.co.uk |
| 🞏 | Other website (please specify below) |
| 🞏 | Hull 2017 Facebook/Twitter/Instagram/Youtube/Flickr/e-newsletter |
| 🞏 | Other organisation Facebook/Twitter/Instagram/YouTube/Flickr (please specify below) |
| 🞏 | A poster at a bus stop |
| 🞏 | Leaflet or flyer |
| 🞏 | Other advertising and printed promotional material (e.g. brochure, poster, billboard) |
| 🞏 | Newspaper |
| 🞏 | TV |
| 🞏 | Radio |
| 🞏 | Don’t remember |
| 🞏 | Other (please specify below) |
|  |  |

1. **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 |  |

**ABOUT YOU**

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.

1. **What is your post code? (If you are not a UK resident please enter your country of residence)** (This will be used for evaluation purposes only, to map audiences for our project)

|  |
| --- |
|  |

1. **If you do not live in Hull, have you been to Hull before coming to ‘Voices Across the Humber’?**

|  |  |  |  |
| --- | --- | --- | --- |
| 🞏 | Yes | 🞏 | No |

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

(Please select **one** answer only)

|  |  |  |  |
| --- | --- | --- | --- |
| 🞏 | 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 |  |  |

1. **How would you define your gender?** (Please select **one** answer only)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 🞏 | Male | 🞏 | Gender non-conforming | 🞏 | Transgender |  |
| 🞏 | Female | 🞏 | Prefer not to say |  |  |

1. **How would you define your ethnic background?** (Please select **one** answer only)

|  |  |
| --- | --- |
| 🞏 | White: English / Welsh / Scottish / Northern Irish |
| 🞏 | White: Irish |
| 🞏 | White: Polish |
| 🞏 | White: any other white background |
| 🞏 | 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 |
| 🞏 | Asian/Asian British: Bangladeshi |
| 🞏 | Asian/Asian British: Indian |
| 🞏 | Asian/Asian British: Pakistani |
| 🞏 | Asian/Asian British: Chinese |
| 🞏 | Asian/Asian British: Any other Asian background |
| 🞏 | Black/African/Caribbean/Black British: African |
| 🞏 | Black/African/Caribbean/Black British: Caribbean |
| 🞏 | Black/African/Caribbean/Black British: Any other Black/African/Caribbean background |
| 🞏 | Other: Arab |
| 🞏 | Prefer not to say |
| 🞏 | Other: Any other ethnic background |
|  | *Please specify your ethnic background in the box below if you wish:* |
|  |  |

1. **Which of the following age groups are you?**  
   (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 | |

1. **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?**  
   (Please select **one** answer only)

|  |  |  |  |
| --- | --- | --- | --- |
| 🞏 | Yes – limited a lot | 🞏 | Yes – limited a little |
| 🞏 | No | 🞏 | Prefer not to say |

1. **How many people, including yourself, were in your group at ‘Voices Across The Humber’?**

|  |
| --- |
|  |

**THANK YOU FOR COMPLETING THIS SURVEY**