## WELCOME

Many thanks for visiting Artlink Centre for Community Arts.

This questionnaire will be used to see what you thought of your visit, 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.

It should take approximately 10 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. Please be completely honest in your replies. Artlink, 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 an 'exclusive Hull 2017 prize bag' by completing the questionnaire.

We recognise that your time is precious and this is a big ask. All the answers you provide will be vital in measuring the impact that arts and culture has on the city. This will help us, and the arts and culture sector across Hull, make an informed case for continued investment, which in turn means we can produce and attract more shows like this in future.

Please complete the questionnaire in person or online within two weeks of visiting our exhibition.

## YOUR EXPERIENCE OF ARTLINK

TOOR EAFERIENCE OF ARTEINK
1. What was your <u>main</u> reason for visiting Artlink today? (Please select one answer only)
Because it's part of Hull UK City of Culture 2017
Because I'm a regular attender of exhibitions or activities hosted by Artlink
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
To buy some merchandise or a work of art
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 on Princes Avenue anyway
Please specify artists of interest OR other motivation below:
2 Not including this visit, in the last 12 months have very been to an autilitien or every of Articula
2. Not including this visit, in the last 12 months have you been to an exhibition or event at Artlink?
Ves
On't remember
3. How far would you disagree or agree with the following statements about your visit to Artlink
today? (Please select one option only for each statement. If the statement is not applicable to you, i.e. you did not
The state server and option only for each statement in the statement is not applicable to you, i.e. you did not

interact with staff or volunteers, please select 'N/A')

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	N/A
I felt welcomed by staff at Artlink	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
I felt welcomed by Hull 2017 volunteers	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

4. Which exhibitions or projects did you go to whilst visiting Artlink?  4. Which exhibitions or projects did you go to whilst visiting Artlink?  5. How far would you disagree or agree with the following statements?  (Please select one option only for each statement)  The exhibition or project that I attended  Neither  Strongly Bisagree Bis	YOUR EXPERIENCE OF THE EXHIBIT	ION OR E	EVENT			
S. How far would you disagree or agree with the following statements? (Please select one option only for each statement) The exhibition or project that I attended  Neither disagree Bisagree Bisagree Bisagree Agree Strongly agree Strongl						
(Please select one option only for each statement)   The exhibition or project that I attended   Neither   Strongly   Disagree   agree   Agree   agree </th <th>4. Which exhibitions or projects did you g</th> <th>o to whilst</th> <th>t visiting Artl</th> <th>ink?</th> <th></th> <th></th>	4. Which exhibitions or projects did you g	o to whilst	t visiting Artl	ink?		
(Please select one option only for each statement)   The exhibition or project that I attended   Neither   Strongly   Disagree   agree   Agree   agree </th <th></th> <th></th> <th></th> <th></th> <th></th> <th></th>						
(Please select one option only for each statement)   The exhibition or project that I attended   Neither   Strongly   Disagree   agree   Agree   agree </th <th>5. How far would you disagree or agree wi</th> <th>ith the follo</th> <th>owing staten</th> <th>nents?</th> <th></th> <th></th>	5. How far would you disagree or agree wi	ith the follo	owing staten	nents?		
Neither   Strongly Disagree Agree Strongly agree    was an enjoyable experience Image: Comparison of the strongly agree    showed me that there is more to Hull than I   expected    gave me the opportunity to interact with other   people who I wouldn't normally have interacted with     Image: Comparison of the artist(s) for   Image: Comparison of the artist(s) for     Image: Comparison of the artist(s) for     Image: Comparison of the artist(s) for     Image: Comparison of the artist(s) for     Image: Comparison of the artist(s) for     Image: Comparison of the artist(s) for     Image: Comparison of the artist(s) for     Image: Comparison of the artist(s) for     Image: Comparison of the artist(s) for     Image: Comparison of the artist(s) for     Image: Comparison of the artist(s) for     Image: Comparison of the artist(s) for     Image: Comparison of the artist(s) for     Image: Comparison of the artist(s) for     Image: Comparison of the artist(s) for     Image: Comparison of the artist(s) for     Image: Comparison of the artist(s) for     Image: Comparison of the artist(s) for     Image: Comparison of the artist(s) for     Image: Comparison of the artist(s) for     Image: Comparison of the artist(s) for     Image: Com			Ū			
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showed me that there is more to Hull than I       Image: Construct of the second of t			Disagree	disagree nor	Agree	Strongly agree
expectedgave me the opportunity to interact with other people who I wouldn't normally have interacted withhas introduced me to the work of the artist(s) for the first timechallenged my understanding of artchallenged my understanding this exhibition or project?challenged my understanding this exhibition or project?	was an enjoyable experience	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
people who I wouldn't normally have interacted withhas introduced me to the work of the artist(s) for the first timechallenged my understanding of art 6. In what way(s), if any, have your thoughts or feelings aboutyour life / future changed, as a result of attending this exhibition or project? 7. In what way(s), if any, have your thoughts or feelings about <u>other people</u> changed, as a result of attending this exhibition or project?		$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
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6. In what way(s), if any, have your thoughts or feelings about <u>your life / future</u> changed, as a result of attending this exhibition or project? 7. In what way(s), if any, have your thoughts or feelings about <u>other people</u> changed, as a result of attending this exhibition or project?		$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
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	5. In what way(s), if any, have your though	nts or feelin	ngs about <u>yo</u>	<u>ur life / future</u> (	changed,	as a result
	<ul> <li>6. In what way(s), if any, have your though of attending this exhibition or project?</li> <li>7. In what way(s), if any, have your though attending this exhibition or project?</li> </ul>	nts or feelin	ngs about <u>oth</u>	i <u>er people</u> cha	nged, as	a result of
	<ul> <li>6. In what way(s), if any, have your though of attending this exhibition or project?</li> <li>7. In what way(s), if any, have your though attending this exhibition or project?</li> </ul>	nts or feelin	ngs about <u>oth</u>	i <u>er people</u> cha	nged, as	a result of
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	<ul> <li>6. In what way(s), if any, have your though of attending this exhibition or project?</li> <li>7. In what way(s), if any, have your though attending this exhibition or project?</li> </ul>	nts or feelin	ngs about <u>oth</u>	i <u>er people</u> cha	nged, as	a result of
	<ul> <li>6. In what way(s), if any, have your though of attending this exhibition or project?</li> <li>7. In what way(s), if any, have your though attending this exhibition or project?</li> </ul>	nts or feelin	ngs about <u>oth</u>	i <u>er people</u> cha	nged, as	a result of
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9. How did you find out about this exhibition at Artlink?
Friends/family/colleagues - told me in person
Friends/family/colleagues - via social media / email
Invitations from the teams at Artlink and/or Hull 2017
www.hull2017.co.uk
www.artlink.uk.net
Other website (please specify)
Hull 2017 Facebook/Twitter/Instagram/Youtube/Flickr/e-newsletter
Artlink Facebook/Twitter/Instagram/Youtube/Flickr/e-newsletter
Other organisation Facebook/Twitter/Instagram/Youtube/Flickr/e-newsletter
Advertising and promotional material (e.g. brochure, flyer, billboard, poster)
Newspaper
TV
Radio
Don't remember
Other (please specify)

WHERE ARE YOU FROM	1?			
10. Do you live in Hull?				
Yes		No		
11. Have you been to, or ar		d or take part in	other events and activities	5
programmed for Hull UK C			$\frown$	
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.

12. 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)

13. Which of the following best describes	s your employment status?
(Please select <u>one</u> answer only)	
Employed / working full or part time	Unable to work

$\bigcirc$	Employed / Working fail of part line	$\bigcirc$	
$\bigcirc$	Self-employed	$\bigcirc$	Retired
$\bigcirc$	Unemployed	$\bigcirc$	Student
$\bigcirc$	On a government scheme for employment training	$\bigcirc$	Prefer not to say
$\bigcirc$	Looking after family / home		
	How do you define your gender? ease select <u>one</u> answer only)		
$\bigcirc$	Male	$\bigcirc$	Gender non-conforming
$\bigcirc$	Female	$\bigcirc$	Prefer not to say
$\bigcirc$	Transgender		
$\bigcirc$	Other (please specify)		

(Diagon coloct one onour	cribe your ethnic background?	
(Please select one answe	er only)	
White: English/Welsh/Sco	ottish/Northern Irish/British	
White: Irish		
White: Gypsy or Irish Tra	veller	
White: Polish		
White: Any other white ba	ackground (write in box below if you wish)	
Mixed/multiple ethnic gr	roups: White and Black Caribbean	
Mixed/multiple ethnic gr	roups: White and Black African	
Mixed/multiple ethnic gr	roups: White and Asian	
Mixed/multiple ethnic gr	roups: Any other Mixed/multiple ethnic back	ground (write in box below if you wish)
Asian/Asian British: Ban	ngladeshi	
Asian/Asian British: Indi	an	
Asian/Asian British: Pak	ristani	
Asian/Asian British: Chi	nese	
Asian/Asian British: Any	v other Asian background (write in box below	/ if you wish)
Black/African/Caribbean	n/Black British: African	
Black/African/Caribbean	n/Black British: Caribbean	
	n/Black British: Any other Black/African/Car	ibboon background (write in box below if you wich)
Black/Alrican/Caribbean	Black British. Any other Black Amean/Car	ibbean background (white in box below if you wish)
Other: Arab		
Other: Arab	ackground (write in box below if you wish)	
Other: Arab		
Other: Arab	ackground (write in box below if you wish)	
<ul> <li>Other: Arab</li> <li>Other: Any other ethnic b</li> <li>Prefer not to say</li> </ul>	ackground (write in box below if you wish)	
<ul> <li>Other: Arab</li> <li>Other: Any other ethnic b</li> <li>Prefer not to say</li> </ul>	ackground (write in box below if you wish)	
Other: Arab Other: Any other ethnic b Prefer not to say Please specify in this box I6. Which of the followi	ackground (write in box below if you wish) if you wish: ng age groups do you fall into?	
Other: Arab Other: Any other ethnic b Prefer not to say Please specify in this box I6. Which of the followi (Please select <u>one</u> answe	ackground (write in box below if you wish) if you wish: ng age groups do you fall into? er only)	
Other: Arab Other: Any other ethnic b Prefer not to say Please specify in this box	ackground (write in box below if you wish) if you wish: ng age groups do you fall into?	55-59 years
Other: Arab Other: Any other ethnic b Prefer not to say Please specify in this box I6. Which of the followi (Please select <u>one</u> answe	ackground (write in box below if you wish) if you wish: ng age groups do you fall into? er only) 25-29 years 30-34 years	
<ul> <li>Other: Arab</li> <li>Other: Any other ethnic b</li> <li>Prefer not to say</li> <li>Please specify in this box</li> <li>16. Which of the followi</li> <li>(Please select <u>one</u> answe</li> <li>Under 6 years</li> </ul>	ackground (write in box below if you wish) if you wish: ng age groups do you fall into? er only) 25-29 years	55-59 years
<ul> <li>Other: Arab</li> <li>Other: Any other ethnic b</li> <li>Prefer not to say</li> <li>Please specify in this box</li> <li>16. Which of the followi (Please select <u>one</u> answer</li> <li>Under 6 years</li> <li>6-10 years</li> </ul>	ackground (write in box below if you wish) if you wish: ng age groups do you fall into? er only) 25-29 years 30-34 years	55-59 years 60-64 years
<ul> <li>Other: Arab</li> <li>Other: Any other ethnic b</li> <li>Prefer not to say</li> <li>Please specify in this box</li> <li>16. Which of the followi (Please select <u>one</u> answer</li> <li>Under 6 years</li> <li>6-10 years</li> <li>11-15 years</li> </ul>	ackground (write in box below if you wish) if you wish: ng age groups do you fall into? er only) 25-29 years 30-34 years 35-39 years	<ul> <li>55-59 years</li> <li>60-64 years</li> <li>65-69 years</li> </ul>
<ul> <li>Other: Arab</li> <li>Other: Any other ethnic b</li> <li>Prefer not to say</li> <li>Please specify in this box</li> <li>16. Which of the followi (Please select <u>one</u> answer</li> <li>Under 6 years</li> <li>6-10 years</li> <li>11-15 years</li> <li>16-17 years</li> </ul>	ackground (write in box below if you wish) if you wish: ng age groups do you fall into? er only) 25-29 years 30-34 years 35-39 years 40-44 years	<ul> <li>55-59 years</li> <li>60-64 years</li> <li>65-69 years</li> <li>70-74 years</li> </ul>
<ul> <li>Other: Arab</li> <li>Other: Any other ethnic b</li> <li>Prefer not to say</li> <li>Please specify in this box</li> <li>16. Which of the followi (Please select <u>one</u> answer</li> <li>Under 6 years</li> <li>6-10 years</li> <li>11-15 years</li> <li>16-17 years</li> <li>18-19 years</li> <li>20-24 years</li> </ul>	ackground (write in box below if you wish) if you wish: ng age groups do you fall into? er only) 25-29 years 30-34 years 35-39 years 40-44 years 45-49 years 50-54 years	<ul> <li>55-59 years</li> <li>60-64 years</li> <li>65-69 years</li> <li>70-74 years</li> <li>75+ years</li> <li>Prefer not to say</li> </ul>
<ul> <li>Other: Arab</li> <li>Other: Any other ethnic b</li> <li>Prefer not to say</li> <li>Please specify in this box</li> <li>16. Which of the followi (Please select <u>one</u> answer</li> <li>Under 6 years</li> <li>6-10 years</li> <li>11-15 years</li> <li>16-17 years</li> <li>18-19 years</li> <li>20-24 years</li> </ul>	ackground (write in box below if you wish) if you wish: ng age groups do you fall into? er only) 25-29 years 30-34 years 35-39 years 40-44 years 50-54 years activities limited because of a he	<ul> <li>55-59 years</li> <li>60-64 years</li> <li>65-69 years</li> <li>70-74 years</li> <li>75+ years</li> </ul>
<ul> <li>Other: Arab</li> <li>Other: Any other ethnic b</li> <li>Prefer not to say</li> <li>Please specify in this box</li> <li>16. Which of the followi (Please select <u>one</u> answer</li> <li>Under 6 years</li> <li>6-10 years</li> <li>11-15 years</li> <li>16-17 years</li> <li>18-19 years</li> <li>20-24 years</li> </ul> 17. Are your day-to-day	ackground (write in box below if you wish) if you wish: ng age groups do you fall into? er only) 25-29 years 30-34 years 35-39 years 40-44 years 50-54 years activities limited because of a he	<ul> <li>55-59 years</li> <li>60-64 years</li> <li>65-69 years</li> <li>70-74 years</li> <li>75+ years</li> <li>Prefer not to say</li> </ul>

18. Do you identify as disabled?		
Yes - limited a lot	○ No	
Yes - limited a little	Prefer not to say	
19. How many people, including yo	urself, were in your group at the Square Peg exhibi	tion or event?
(please enter in a numerical format, i.e		

AND FINALLY		
20. Would you be happy for Artlink, Hul contact you to take part in future resea		fficial evaluators to
O Yes	O No	
21. Would you like to be entered into th	e free prize draw to win Hull 2017 offic	ial merchandise?
Yes	Νο	

## CONTACT DETAILS

You previously stated that you would be happy for Artlink, 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.

\* 22. Name:

23. Email address:

24. Telephone number: