# Tables for Look Up Evaluation

Table X: Area of Residence

|  |  |
| --- | --- |
|  | **Look Up**  **(n=2,210)** |
| Hull | 45% |
| East Riding | 35% |
| Rest of UK | 20% |
| Overseas | 0% |

Table X: Gender

|  |  |
| --- | --- |
|  | **Look Up**  **(n=2,220)** |
| Male | 36% |
| Female | 64% |
| Transgender | 0% |
| Gender non-conforming | 0% |
| Other | 0% |
| Prefer not to say | 0% |

Table 16: Employment Status

|  |  |
| --- | --- |
|  | **Look Up**  **(n=2,220)** |
| Employed / working full or part time | 54% |
| Self-employed | 7% |
| Unemployed | 3% |
| On a government scheme | 0% |
| Looking after family / home | 3% |
| Unable to work | 2% |
| Retired | 28% |
| Student | 3% |
| Prefer not to say | 0% |

Table X: Ethnicity

|  |  |
| --- | --- |
|  | **Look Up**  **(n=2,220)** |
| White British | 96% |
| White Other | 2% |
| Mixed/Multiple Ethnic | 0% |
| Asian/Asian British | 0% |
| Black/Black British | 0% |
| Other ethnic background | 0% |
| Prefer not to say | 1% |

Table X: Age

|  |  |
| --- | --- |
|  | **Look Up**  **(n=2,220)** |
| 16-17 years | 1% |
| 18-19 years | 1% |
| 20-24 years | 5% |
| 25-29 years | 6% |
| 30-34 years | 8% |
| 35-44 years | 17% |
| 45-54 years | 19% |
| 55-64 years | 22% |
| 65-74 years | 18% |
| 75+ years | 3% |
| Prefer not to say | 0% |

Table X: Disability

|  |  |
| --- | --- |
|  | **Look Up**  **(n=2,220)** |
| Yes – limited a little | 3% |
| Yes – limited a lot | 5% |
| No | 91% |
| Prefer not to say | 1% |

Table X: Group Size

|  |  |
| --- | --- |
| **Size of Group** | **Look Up**  **(n=2,215)** |
| Mean Group Size | 2.96 |
| Mode Group Size | 2 |

Table X: Group Size – Adults and Children

|  |  |
| --- | --- |
| **Size of Group** | **Look Up**  **(n=2,142)** |
| Children | 0.55 |
| Adults | 2.39 |
| Mean Group Size | 2.96 |

Table X: Future Intentions to Attend UK City of Culture 2017

|  |  |
| --- | --- |
|  | **Look Up**  **(n=2,220)** |
| Yes | 85% |
| No | 7% |
| Don’t Know | 8% |

Table X: Look Up as Reason for Visit to Hull City Centre

|  |  |
| --- | --- |
|  | **Look Up**  **(n=1,127)** |
| Mainly | 43% |
| Partly | 34% |
| Not at All | 22% |

Table X: Main Reason for Visiting Hull

|  |  |
| --- | --- |
|  | **Look Up**  **(n=1,127)** |
| Because Hull is UK City of Culture 2017 | 16% |
| To take in some arts / heritage / culture generally | 10% |
| To visit family / friends | 9% |
| To attend business meetings or a conference although I normally work outside Hull | 1% |
| I was on a study trip | 1% |
| For general leisure purposes – shopping and eating out | 20% |
| Because I work in Hull | 2% |
| Just to see (visit) the Look Up artwork(s) | 29% |
| Other | 14% |

Table X: Main Reason for Visiting Hull

|  |  |
| --- | --- |
|  | **Look Up**  **(n=1,127)** |
| First-time visitors | 7% |
| Repeat visitors | 93% |
| Day visitors | 82% |
| Staying visitors | 18% |

Table X: Staying Visitors - Length of Stay

|  |  |
| --- | --- |
|  | **Look Up**  **(n=1,127)** |
| Mean no. of nights | 2.09 |
| Mean no. of days | 2.77 |

Table X: Visitor Satisfaction with Hull Offer

|  |  |  |
| --- | --- | --- |
|  | **Look Up**  **(n=1,127)** | **<n>** |
| Overall value for money | 83% | 1,127 |
| General visitor welcome | 85% | 1,127 |
| Places to eat and drink | 73% | 1,127 |
| City centre signposting | 63% | 1,127 |
| Public transport | 34% | 1,127 |
| Quality of accommodation | 20% | 1,127 |

Table X: Visitor Satisfaction with Hull Offer (excluding ‘N/A’)

|  |  |  |
| --- | --- | --- |
|  | **Look Up**  **(n=1,127)** | **<n>** |
| Overall value for money | 92% | 1018 |
| General visitor welcome | 93% | 1034 |
| Places to eat and drink | 84% | 981 |
| City centre signposting | 83% | 849 |
| Public transport | 80% | 481 |
| Quality of accommodation | 86% | 261 |

Table X: Average Spend

|  |  |
| --- | --- |
|  | **Look Up**  **(n=2,103)** |
| Accommodation | £6.19 |
| Food and drink | £23.61 |
| Shopping | £22.78 |
| Travel and transport | £5.11 |
| All Other spend | £6.21 |
| Total spend (not including accommodation) | £57.71 |

Table X: ACE Quality Metric – Average Scores Across Respondent Groups

|  |  |
| --- | --- |
| ACE Quality Metrics | Audiences  Post-Event (n=2,220) |
| **Presentation:**It will be / is well produced and presented | 8.68 |
| **Distinctiveness:**It will be / is different from things I’ve experienced before | 8.83 |
| **Challenge:**It will be / is thought-provoking | 8.18 |
| **Captivation:**It will be / is absorbing and will hold my attention | 8.18 |
| **Enthusiasm:**I will / would come to something like this again | 8.79 |
| **Local impact:**It is / is important that it's happening here (in Hull) | 9.17 |
| **Concept:** It will be / is an interesting idea | 8.96 |
| **Relevance:**It will have/has something to say about the world in which we live | 8.11 |
| **Rigour:** It will be / is well thought through and put together | 8.62 |
| **Originality:**It will be / is ground-breaking | - |
| **Risk:**The artists are really challenging/challenged themselves with this work | - |
| **Excellence:**It will be / is one of the best examples of its type | - |

Value statements – not all statements were asked for all artworks

|  |  |  |  |
| --- | --- | --- | --- |
|  | Strongly agree | Agree | N |
| ... gave everyone the chance to share and celebrate together | 37% | 50% | 1,776 |
| ... made me look at Hull's buildings and public spaces in a different way | 32% | 43% | 2,220 |
| ... provided me with a different experience of the city | 37% | 52% | 2,112 |
| ... has introduced me to the work of the artist for the first time | 50% | 41% | 878 |
| ... challenged my understanding of art | 20% | 45% | 2,220 |
| ... was an enjoyable experience | 43% | 50% | 2,220 |
| ... made me feel more connected to the stories of Hull and its people | 23% | 44% | 625 |
| ... showed me that there is more to Hull than I expected | 30% | 45% | 2,216 |
| ... gave me the opportunity to interact with other people who I wouldn’t have normally interacted with | 21% | 42% | 2,112 |
| Blade / Paper City has made me think that getting involved in a project as a volunteer looks like fun | 16% | 43% | 1,413 |
| Blade / Paper City / Floe made me think about Hull’s contribution to the world | 32% | 51% | 1,447 |
| A Hall for Hull has introduced me to the work of architects  Pezo von Ellrichshausen for the first time | 48% | 42% | 161 |