

**SQUARE PEG: AUDIENCE SURVEY**

Many thanks for coming along to see this exhibition as part of **Square Peg.** This questionnaire will be used to see what you thought of the event/project, and to help us understand what we're doing well, and where improvements need to be made for events/projects 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 around 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.

Please return to **[insert person/location]**.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **What was your main reason for visiting Artlink today?**

|  |
| --- |
| 🞏 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:  ­­­ |

1. **Not including this visit, in the last 12 months have you attended and exhibition or event at Artlink?**

🞏 Yes 🞏 No 🞏 Don’t remember

1. **How far would you disagree or agree with the following statements about your visit to**

**Artlink today?**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Strongly disagree** | **Disagree** | **Neither disagree nor agree** | **Agree** | **Strongly agree** | **N/A** |
| I felt welcomed by staff at Artlink | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| I felt welcomed by Hull 2017 volunteers | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **Generally speaking, do you think there is a lot of prejudice in Britain against disabled people in general?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **None** | **Hardly any** | **A little** | **A lot** | **Don’t know** |
| 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **Which of the Square Peg exhibitions or projects did you go to whilst visiting Artlink?**

|  |
| --- |
|  |

1. **How far would you disagree or agree with the following statements?**

**(**Please select one option only for each statement)

**'The Square Peg exhibition or project that I attended...**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly disagree** | **Disagree** | **Neither disagree nor agree** | **Agree** | **Strongly agree** |
| …was an enjoyable experience | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …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 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …has introduced me to the work of the artist(s) for the first time | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …challenged my understanding of art | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **Thinking about that specific exhibition or project, on a scale of 1-10, where ‘0’ is ‘Strongly Disagree’ and ‘10’ is ‘Strongly Agree’, how much would you disagree or agree with the following statements?**

(Please select one option only for each statement)

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **0 -**  **Strongly disagree** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10 -**  **Strongly**  **agree** |
| It was an interesting idea | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| It was well produced and presented | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| It was different from things I have 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 is happening here (in Hull) | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |  |
| It has something to say about the world in which we live | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |  |
| It was well thought through and put together | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |

1. **Would you say your view of individuals who identify as disabled was positive or negative before attending Square Peg at Artlink?**

|  |  |  |  |
| --- | --- | --- | --- |
| **Very negative** | **Negative** | **Positive** | **Very positive** |
| 🞏 | 🞏 | 🞏 | 🞏 |

1. **In light of your response to the above question, would you say that attending this exhibition or project as part of Square Peg has caused you to have a different view of disabled people?**

|  |  |  |  |
| --- | --- | --- | --- |
| **More negative** | **Stayed the same** | **More positive** | **Much more positive** |
| 🞏 | 🞏 | 🞏 | 🞏 |

1. **In what way(s), if any, have your thoughts or feelings about your life / future changed, as a result of attending this exhibition or project?**
2. **In what way(s), if any, have your thoughts or feelings about other people changed, as a result of attending this exhibition or project?**
3. **Please share any further comments you have about Artlink, the Square Peg programme or this specific exhibition / project**
4. **How did you find out about Square Peg 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/LinkedIn/e-newsletter

🞏 Other organisation Facebook/Twitter/Instagram/Youtube/Flickr

🞏 Advertising and printed promotional material (e.g. brochure, flyer, billboard, poster)

🞏 Newspaper

🞏 TV

🞏 Radio

🞏 Don’t remember

🞏 Other (please specify)

Where applicable, please specify other organisation social media/website/publicity source:

|  |
| --- |
|  |

1. **Do you live in Hull?**

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

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** |
| 🞏 | 🞏 | 🞏 |

**HULL RESIDENTS – please skip to question 28**

**VISITORS TO HULL – please continue to answer all questions**

**VISITORS TO HULL**

We are asking these questions to measure the impact that arts and cultural events have on the economy of the city. We understand that this information is of a sensitive nature, but if you are willing to share it with us, it will be greatly appreciated.

1. **Was your trip to Hull today / on the day your attended Square Peg, mainly, partly or not at all due to the event?**

|  |  |  |
| --- | --- | --- |
| **Mainly** | **Partly** | **Not at all** |
| 🞏 | 🞏 | 🞏 |

1. **During this visit to Hull, how many other arts and cultural events / activities have you attended or taken part in, or do you plan to attend or take part in?**

(Other arts and cultural events / activities might include a visit to an art gallery or museum, attending a show at City Hall, attending and arts related lecture at the University of Hull)

|  |  |
| --- | --- |
| 🞏 None | 🞏 Three |
| 🞏 One | 🞏 Four or more |
| 🞏 Two | 🞏 Don’t know / Don’t remember |

1. **When you attended the Square Peg exhibition or project what was the main purpose of your visit to Hull?**

🞏 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 for this event

1. **Had you been to Hull before coming to Square Peg at Artlink?**

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

1. **Did you just visit for the day, or did you stay overnight when you attended the Square Peg exhibition or event at Artlink?**

|  |  |
| --- | --- |
| **Just for the day** | **Stayed overnight** |
| 🞏 | 🞏 |

1. **On average, over the course of the year, how frequently do you visit Hull?**

🞏 Less frequently than once a year

🞏 1-2 times per year

🞏 3-4 times per year

🞏 5-6 times per year

🞏 More frequently than 6 times a year

1. **Based on your experience during this visit, how frequently do you think you will visit Hull in future?**

🞏 Less frequently than once a year

🞏 1-2 times per year

🞏 3-4 times per year

🞏 5-6 times per year

🞏 More frequently than 6 times a year

**OVERNIGHT VISITORS (If you were a day visitor please skip to question 28)**

1. **During your visit, at the time you attended the Square Peg exhibition or project at Artlink, how many nights did you stay in the area and how many days?**

|  |  |
| --- | --- |
| Number of nights |  |
| Number of days |  |

1. **Would you mind telling 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 following blank)

|  |
| --- |
|  |

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

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | 🞏 Bed and breakfast | 🞏 With Friends / Family | | 🞏 Guest House | 🞏 Static caravan | | 🞏 Hotel | 🞏 Touring caravan | | 🞏 Self-catering | 🞏 Camping | |  |

1. **How much do you estimate you spent on you and others with you on the following during your visit to Hull?** (please enter to the nearest £, or enter zero as applicable – if you don’t know or prefer not to answer please leave the box blank)

|  |  |
| --- | --- |
| Hull 2017 merchandise |  |
| Food and drink |  |
| Shopping |  |
| Travel and transport (including parking) |  |
| Other ‘attractions’ |  |
| ‘Spending money’ for children |  |
| Other |  |

The next four questions ask about your feelings on aspects of your life. There are no right or wrong answers. For each of these questions please give an answer on a scale of 0 to 10, where 0 is ‘not at all’ and 10 is ‘completely’.

1. **Overall, how happy are you with your life nowadays?**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **0 -**  **Not at all satisfied** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10 -**  **Completely satisfied** |
|  | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **Overall, to what extent do you feel that the things you do in your life are ­worthwhile?**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **0 -**  **Not at all worthwhile** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10 -**  **Completely worthwhile** |
|  | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **Overall, how happy did you feel yesterday?**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **0 -**  **Not at all happy** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10 -**  **Completely happy** |
|  | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **Overall, how anxious did you feel yesterday?**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **0 -**  **Not at all happy** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10 -**  **Completely happy** |
|  | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

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**ABOUT YOU**

1. **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)

|  |
| --- |
|  |

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 do you define your gender?**

(Please select one answer only)

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

1. **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: Banladeshi

🞏 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 your ethnic background in the box below if you wish:

|  |
| --- |
|  |

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

|  |  |  |
| --- | --- | --- |
| 🞏 Under 6 years | 🞏 25-29 years | 🞏 55-59 years |
| 🞏 6-10 years | 🞏 30-34 years | 🞏 60-64 years |
| 🞏 11-15 years | 🞏 35-39 years | 🞏 65-69 years |
| 🞏 16-17 years | 🞏 40-44 years | 🞏 70-74 years |
| 🞏 18-19 years | 🞏 45-49 years | 🞏 75+ years |
| 🞏 20-24 years | 🞏 50-54 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?**

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

1. **How many people, including yourself, were in your group at the Square Peg exhibition or event?** (Please enter in a numerical format, i.e. ‘2’, as opposed to text format ‘two’)

|  |
| --- |
|  |

1. **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)

|  |  |
| --- | --- |
| 0-2 years |  |
| 3-5 years |  |
| 6-10 years |  |
| 11-15 years |  |
| 16-17 years |  |
| 18-19 years |  |
| 20-24 years |  |
| 25-29 years |  |
| 30-34 years |  |
| 35-44 years |  |
| 45-54 years |  |
| 55-64 years |  |
| 65-74 years |  |
| 75+ years |  |
| Prefer not to say |  |

1. **Would you be happy for Artlink, Hull 2017, the University of Hull or their official evaluators to contact you to take part in future research?**

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

1. **Would you like to be entered into the free prize draw to win Hull 2017 official merchandise?**

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

**Name:**

**Email Address:**

**Telephone Number:**

**THANK YOU FOR COMPLETING THIS SURVEY**