WELCOME
Many thanks for coming along to Depart.
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.
It should take approximately 15 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.
By taking part you can also enter the free prize draw to win Hull 2017 merchandise.
Please complete the questionnaire by noon (GMT) on Friday 2nd June.

YOUR EXPERIENCE	
* 1. What was your <u>main</u> reason for attending Depart? (Please select one answer only)	
Because it's part of Hull UK City of Culture 2017	
Because I'm a regular attender of LIFT	
It's a unique experience not to be missed	
General interest in international work	
General interest in political theatre	
Wanted to see / do something creative	
Specific interest in the artist/company	
Getting involved in what's happening	
Something new or out of the ordinary	
Something to do while I'm in Hull on business	
The show/content supports my studies	
Something to do with friends / family	
I know someone involved in the show	
I read a review and was curious	
I saw Depart at LIFT'16	
I wanted to be entertained	
I went to learn something	
The event I attended is an important part of who I am	
No particular reason / someone else's idea	
Other (please specify below)	
Please specify artist(s) of interest OR other motivation below:	

EPART						
		Strongly disagree	Disagree	Neither disagree no agree	r Agree	Strongly agree
.was an enjoyable experience'						
showed me that there is more to Hull expected'	than I	\bigcirc	\bigcirc	\bigcirc	\bigcirc	
has made me think that getting involvoroject as a volunteer looks like fun'	ed in a		\circ			
has introduced me to contemporary c irst time'	ircus for th	e 🔾	\bigcirc	\bigcirc	\bigcirc	\bigcirc
has introduced me to outdoor perform he first time'	nances for	0	0			0
made me look at Hull's buildings and spaces in a different way'	public	\bigcirc				
provided me with a different experien ity'	ce of the					
challenged my understanding of art'			\bigcirc			
was unlike others I've seen in Hull'						
u disagree or agree with the	followin	g statements			ree', how m	uch would
ou disagree or agree with the lease select <u>one</u> option only for	followin each sta Strongly disagree	g statements atement)	about Depa	art?		Strongly agree
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t was absorbing and held my attention would come to something like this again t is important that it's happening here in Hull) t has something to say about the	followin each sta Strongly disagree	g statements atement)	about Depa	art?		Strongly agree
t was an interesting idea It was well produced and presented It was different from things I've Experienced before It was absorbing and held my attention It would come to something like this It is important that it's happening here It in Hull) It has something to say about the It world in which we live It was well thought through and put	followin each sta Strongly disagree	g statements atement)	about Depa	art?		Strongly agree

4. Using three words, please describe your experience of Depart.	
5. Please share any further comments you have about Depart below:	

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		ll help us	to better	understa	nd how e	ffective o	ur commı	unications	s were		
		ut Depart	?								
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family collea	agues – via	social media	a / email								l
festival.com											l
ll2017.co.uk											l
ebsite (pleas	se specify)										l
7 Facebook	/ Twitter / I	Instagram / Y	outube / Fli	ickr / e-news	letter						l
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ely is it th	at you w	ould reco	ommend	Depart to	a friend	or colleag	ue?	9	10		
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WHERE ARE YOU FROM?	
The following questions help us understand when what attracted you to Hull, how satisfied you are upon the city.	re you have travelled from, and if you are a visitor with your visit, and how your visit has impacted
* 11. Do you live in Hull?	
Yes	○ No

HULL RESIDENTS			
* 12. Have you been to, or are your programmed for Hull UK City		part in other events and activities	
Yes	○ No	Not sure	

VISIT TO HULL			
* 13. Was your visit to Hull on the event?	day you attended D	Depart mainly, partly or not at all due to the	
Mainly	Partly	Not at all	
or taken part in, or do you plan	to attend or take par ctivities might include	e a visit to an art gallery or museum, attending a	
None		Three	
One	(Four or more	
Two		Don't know	
* 15. When you attended Depart v (Please select <u>one</u> answer only)	what was the <u>main</u> po	urpose of your visit to Hull?	
Because Hull is UK City of Culture 2	017		
To take in some arts / heritage / culti	ure generally		
To visit family / friends			
To attend business meetings or a co	nference although I norma	ally work outside Hull	
I was on a study trip			
For general leisure purposes – shop	ping and eating out		
Because I work in Hull			
Just for this event ([INSERT NAME	OF EVENT])		
Other (please specify)			
* 16. Had you been to Hull before	coming to Deno-42		
* 16. Had you been to Hull before	coming to Depart?	No	
· 163		<i></i>	

FREQUENCY OF VISITS TO HULL	
* 17. On average, over the course of a 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 six times a year	
	1

INTENTIONS TO RE	TURN					
18. Based on your exp	erience d	uring this visit, h	ow frequent	ly do you think	you will vis	sit Hull in
Less frequently than onc	ce a year					
1-2 times per year						
3-4 times per year						
5-6 times per year						
More frequently than six	times a yea	r				
19. As a visitor to Hull, satisfied', how satisfie (If you have not experien	d are you	with the following	ng?		d' and 5 mea	very Satisfied
General visitor welcome	N/A	very dissatisfied	Dissatisfied	satisfied	Sausileu	very Sausiled
Quality of accomodation						
Places to eat and drink			0			0
Public transport	0		0	0		
Overall value for money						
City centre signposting			\bigcirc			\bigcirc

LENGTH OF VISIT
* 20 Did you visit just for the day or did you store assemble when you stored a Day and
* 20. Did you visit just for the day, or did you stay overnight when you attended Depart? Just for the day
Stayed overnight
Stayed overnight

OVERNIGHT VISITORS			
21. During your visit, at the time y how many days?	ou attended Depart, how m	any nights did you stay in the a	rea and
Number of nights:			
Number of days:			
22. Would you mind telling me us visit? (please enter to the nearest £			
blank)			
23. What type of accommodation (did you stay in?		
(Please tick all that apply)			
Bed and Breakfast Guest House		With Friends / Family Static caravan	
Hotel		Touring caravan	
Self-catering		Camping	
Other (please specify)			
			<u> </u>

WHAT YOU SPENT	
We are asking these questions to measure the impact that arts and cultural events have economy of the city. We understand that this information is of a sensitive nature, but if willing to share it with us, it will be greatly appreciated.	
24. How much do you estimate you spent on you and others with you on the following or risit (not including tickets for Depart)? (please enter to the nearest £, or enter zero as apply about the two preferences are to the property of the p	
Hull 2017 merchandise	
Food and drink	
Shopping	
ravel and transport (including parking)	
Other 'attractions'	
Spending money' for children	
Other	

BOUT YOU & YOUR GROUP		
fective we are in reaching a broad a is information will be treated sensiti aked to any individual. 5. What is your post code? (if you liv	e us to better understand our audiences, and dete nd diverse number of people. Please be assured vely. It will remain completely anonymous and wi e outside the UK, please enter country of residents s only, to map audiences for our project)	that ill not be
6. What is your average household ir	ncome?	
Below £20,000	£76,000-£150,000	
£20,000-£40,000	Above £150,000	
£41,000-£75,000	Prefer not to say	
7. How do you define your gender? Please select <u>one</u> answer only)		
Male	Gender non-conforming	
Female	Prefer not to say	
Transgender		
Other (please specify)		

	How would you describe your ethnic background? ease select <u>one</u> 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	
\bigcirc	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	
\bigcirc	Black/African/Caribbean/Black British: Any other Black/African/Caribbean background (write in box below if you wish)	
\bigcirc	Other: Arab	
\bigcirc	Other: Any other ethnic background (write in box below if you wish)	
	Prefer not to say	
\bigcirc	Please specify in this box if you wish:	
29.	What is your sexual orientation?	
	Bi-sexual	
	Gay Man	
	Heterosexual/Straight	
\bigcirc	Lesbian/Gay Woman	
	Prefer not to say	
	Other (please specify)	
30.	What is your first language?	
21	What Nationality do you most identify with?	
51.	what realionality do you most identify with:	

* 32. How many people, including you (please enter in a numerical format, i.e.		
* 33. Are your day-to-day activities lir or is expected to last, at least 12 mo	mited because of a health problem or disability which ha onths?	as lasted,
Yes - limited a lot	○ No	
Yes - limited a little	Prefer not to say	
34. Including this event, how many have you attended in the last 12 mo	cultural events (gigs, theatre, exhibitions, talks, carniva onths?	Is etc.)
One		
Two		
Three		
4 to 9		
10 to 14		
15 or more		

	elf, how many people	were there in the	group in eac	h of the follo	owing age	
categories?	laasa laassa blasila					
(If you do not know. p	liease leave blank)				ı	
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						
35-39 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						
* 36. Which of the foll	owing age groups de	o vou fall into?				
(Please select <u>one</u> ar		you lan into:				
Under 6 years	25-	29 years		55-59 years		
6-10 years	30-	34 years	\bigcirc	60-64 years		
11-15 years	35-	39 years		65-69 years		
16-17 years		44 years		70-74 years		
18-19 years		49 years		75+ years		
20-24 years	<u> </u>	54 years		Prefer not to sa	y	

AND FINALLY	
AND FINALLY	
* 37. Would you be happy for Hull 2017, the University you to take part in future research?	rsity of Hull or their official evaluators to contact
Yes	○ No
* 38. Would you like to be entered into the free pri	
Yes	No

CONTACT DETAILS	
You previously stated that you would be happy for Hull 2017 evaluators to contact you to take part in future research and in the free prize draw. In order for us to be able to do this, ple with an email address and / or telephone number. We will no purposes than those you opt into.	l or that you would like to be entered ease provide your name below, along
39. Name:	
40 5 - 7 - 11 - 11	
40. Email address:	
41. Telephone number:	