

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 main 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:

4. Using three words, please describe your experience of Depart.

5. Please share any further comments you have about Depart below:

MARKETING

The following questions will help us to better understand how effective our communications were with you about the event.

*** 6. How did you find out about Depart?**

(Please tick **all** that apply)

- Friends/family/colleagues - told me in person
- Friends/family colleagues – via social media / email
- www.liffestival.com
- www.hull2017.co.uk
- Other website (please specify)
- Hull 2017 Facebook / Twitter / Instagram / Youtube / Flickr / e-newsletter
- Other organisation Facebook / Twitter / Instagram / YouTube / Flickr (please specify)
- Advertising and printed promotional material (e.g. brochure, leaflet, flyer, billboard, poster)
- Newspaper
- TV
- Radio
- Don't remember
- Other (please specify)

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

7. How likely is it that you would recommend Depart to a friend or colleague?

0 - Not at all likely 1 2 3 4 5 6 7 8 9 10

*** 8. Prior to this performance, had you visited Hull General Cemetery?**

- Yes No Don't remember

*** 9. Prior to this performance, had you previous attended an arts or cultural event in a similar location (e.g. cemetery or other heritage site)?**

- Yes No Don't remember

10. How do you feel about the use of the site within the performance?

WHERE ARE YOU FROM?

The following questions help us understand where you have travelled from, and if you are a visitor what attracted you to Hull, how satisfied you are with your visit, and how your visit has impacted upon the city.

* 11. Do you live in Hull?

Yes

No

HULL RESIDENTS

*** 12. 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

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

LENGTH OF VISIT

* 20. Did you visit just for the day, or did you stay overnight when you attended Depart?

- Just for the day
- Stayed overnight

OVERNIGHT VISITORS

* 21. During your visit, at the time you attended Depart, how many nights did you stay in the area and how many days?

Number of nights:

Number of days:

22. Would you mind telling me 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 box blank)

* 23. 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

Other (please specify)

WHAT YOU SPENT

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.

24. How much do you estimate you spent on you and others with you on the following during your visit (not including tickets for Depart)? (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

ABOUT YOU & YOUR GROUP

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.

25. 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)

* 26. What is your average household income?

- | | |
|---------------------------------------|---|
| <input type="radio"/> Below £20,000 | <input type="radio"/> £76,000-£150,000 |
| <input type="radio"/> £20,000-£40,000 | <input type="radio"/> Above £150,000 |
| <input type="radio"/> £41,000-£75,000 | <input type="radio"/> Prefer not to say |

* 27. How do you define your gender?

(Please select one answer only)

- | | |
|--|---|
| <input type="radio"/> Male | <input type="radio"/> Gender non-conforming |
| <input type="radio"/> Female | <input type="radio"/> Prefer not to say |
| <input type="radio"/> Transgender | |
| <input type="radio"/> Other (please specify) | |

*** 28. 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:** 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
- 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 in this box if you wish:

29. What is your sexual orientation?

- Bi-sexual
- Gay Man
- Heterosexual/Straight
- Lesbian/Gay Woman
- Prefer not to say
- Other (please specify)

30. What is your first language?

31. What Nationality do you most identify with?

* 32. **How many people, including yourself, were in your group at Depart?**

(please enter in a numerical format, i.e. 2, as opposed to text format 'two')

* 33. **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

34. **Including this event, how many cultural events (gigs, theatre, exhibitions, talks, carnivals etc.) have you attended in the last 12 months?**

One

Two

Three

4 to 9

10 to 14

15 or more

35. 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	<input type="text"/>
3-5 years	<input type="text"/>
6-10 years	<input type="text"/>
11-15 years	<input type="text"/>
16-17 years	<input type="text"/>
18-19 years	<input type="text"/>
20-24 years	<input type="text"/>
25-29 years	<input type="text"/>
30-34 years	<input type="text"/>
35-39 years	<input type="text"/>
40-44 years	<input type="text"/>
45-49 years	<input type="text"/>
50-54 years	<input type="text"/>
55-59 years	<input type="text"/>
60-64 years	<input type="text"/>
65-69 years	<input type="text"/>
70-74 years	<input type="text"/>
75+ years	<input type="text"/>
Prefer not to say	<input type="text"/>

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

(Please select one answer only)

- | | | |
|-------------------------------------|-----------------------------------|---|
| <input type="radio"/> Under 6 years | <input type="radio"/> 25-29 years | <input type="radio"/> 55-59 years |
| <input type="radio"/> 6-10 years | <input type="radio"/> 30-34 years | <input type="radio"/> 60-64 years |
| <input type="radio"/> 11-15 years | <input type="radio"/> 35-39 years | <input type="radio"/> 65-69 years |
| <input type="radio"/> 16-17 years | <input type="radio"/> 40-44 years | <input type="radio"/> 70-74 years |
| <input type="radio"/> 18-19 years | <input type="radio"/> 45-49 years | <input type="radio"/> 75+ years |
| <input type="radio"/> 20-24 years | <input type="radio"/> 50-54 years | <input type="radio"/> Prefer not to say |

AND FINALLY...

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

Yes

No

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

Yes

No

CONTACT DETAILS

You previously stated that you would be happy for 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.

*** 39. Name:**

40. Email address:

41. Telephone number: