

WELCOME

Many thanks for coming along to see The Royal Ballet: Opening The New.

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 a Hull 2017 goody bag.

Please complete the questionnaire by noon (GMT) on Friday 29 September.

YOUR EXPERIENCE

*** 1. What was your main reason for attending The Royal Ballet: Opening The New?**

(Please select one answer only)

- Because it's part of Hull UK City of Culture 2017
- 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 actors / artists involved (please specify which artists below)
- Getting involved in what's happening
- Trying something new or different
- 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 in the area anyway
- Other (please specify below)

Please specify artist(s) of interest OR other motivation below:

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

(Please select one option only for each statement)

'The Royal Ballet: Opening The New...

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
...gave everyone the chance to share and celebrate together'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...was an enjoyable experience'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...placed the community at the centre'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...showed me that there is more to Hull than I expected'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...has introduced me to ballet for the first time'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 3. On a scale of 0-10, where '0' is 'Strongly disagree' and '10' is 'Strongly agree', how much would you disagree or agree with the following statements about The Royal Ballet: Opening The New?
 (Please select one option only for each statement)

	Strongly disagree	0	1	2	3	4	5	6	7	8	9	Strongly agree	10
It was an interesting idea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was well produced and presented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was different from things I've experienced before	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was thought-provoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was absorbing and held my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would come to something like this again	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important that it's happening here (in Hull)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It has something to say about the world in which we live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was well thought through and put together	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Please share any further comments you have about The Royal Ballet: Opening The New below:

MARKETING

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

*** 5. How did you find out about The Royal Ballet: Opening The New?**

(Please tick **all** that apply)

- Friends/family/colleagues - told me in person
- Friends/family colleagues – via social media / email
- Hull 2017 Volunteer - told me or via social media / email
- www.hulltheatres.co.uk
- 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

*** 6. 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

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.

* 7. Do you live in Hull?

Yes

No

FREQUENCY OF VISITS TO HULL

* 12. 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

* 13. Based on your experience during this visit, do you think the frequency of your visits to Hull over the course of a year will increase, decrease or stay the same?

- Increase
- Stay the same
- Decrease
- Don't know

LENGTH OF VISIT

* 16. Did you visit just for the day, or did you stay overnight when you attended The Royal Ballet?

Just for the day

Stayed overnight

OVERNIGHT VISITORS

* 17. During your visit, at the time you attended The Royal Ballet, how many nights did you stay in the area and how many days?

Number of nights:

Number of days:

18. 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)

* 19. What type of accommodation did you stay in?

(Please tick all that apply)

Bed and Breakfast

Static caravan

Guest House

Touring caravan

Hotel

Camping

Self-catering

Airbnb

With Friends / Family

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.

20. How much do you estimate you spent on you and others with you on the following during your visit (not including tickets for The Royal Ballet)? (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.

21. 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)

* 22. Which of the following best describes your employment status?

(Please select **one** answer only)

- | | |
|--|---|
| <input type="radio"/> Employed / working full or part time | <input type="radio"/> Unable to work |
| <input type="radio"/> Self-employed | <input type="radio"/> Retired |
| <input type="radio"/> Unemployed | <input type="radio"/> Student |
| <input type="radio"/> On a government scheme for employment training | <input type="radio"/> Prefer not to say |
| <input type="radio"/> Looking after family / home | |

* 23. 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) | |

* 24. 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:

* 25. 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 |

* 26. 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?

- | | |
|--|---|
| <input type="radio"/> Yes - limited a lot | <input type="radio"/> No |
| <input type="radio"/> Yes - limited a little | <input type="radio"/> Prefer not to say |

*** 27. How many people, including yourself, were in your group at The Royal Ballet?**

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

28. 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

35-39 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

AND FINALLY...

*** 29. 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

*** 30. 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.

* 31. Name:

32. Email address:

33. Telephone number: