WELCOME

Many thanks for coming along to 'A Short History of Tractors in Ukrainian' at Hull Truck Theatre.

This questionnaire will be used to see what you thought of the production, 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, so we recommend popping the kettle on for a cuppa. Why not treat yourself and grab a biscuit too!

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. Hull Truck Theatre, 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 an 'exclusive Hull 2017 prize bag' by completing the questionnaire.

We recognise that your time is precious and this is a big ask. All the answers you provide will be vital in measuring the impact that arts and culture has on the city. This will help us, and the arts and culture sector across Hull, make an informed case for continued investment, which in turn means we can produce and attract more shows like this in future.

Please complete the questionnaire by noon (GMT) on Sunday 29 Oct.

YOUR EXPERIENCE

- * 1. What was your <u>main</u> reason for attending 'A Short History of Tractors in Ukrainian'? (Please select one answer only)
 - Because it's part of Hull UK City of Culture 2017
 - Because I'm a regular attender of Hull Truck Theatre
 - It's a unique experience not to be missed
 - General interest in this type of event
 - I have read the comic novel by Marina Lewycka
 - 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 town anyway
 - Please specify artists 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)

'A Short History of Tractors in Ukrainian...

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
gave everyone the chance to share and celebrate together'	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
was an enjoyable experience'	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
made me feel more connected with the stories of Hull and its people'	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
showed me that there is more to Hull than I had expected'	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
gave me the opportunity to interact with other people who I wouldn't have normally interacted with'	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
has introduced me to the work of Marina Lewycka for the first time'	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc

Strongly disagree 0 Strongly disagree 0 Strongly agree 10 0 1 2 3 4 5 6 7 8 9 10 It was an interesting idea 0 1 2 3 4 5 6 7 8 9 10 It was an interesting idea 0	Strongly disagree 0 1 2 3 4 5 6 7 8 9 10 was an interesting idea 0 1 2 3 4 5 6 7 8 9 10 was an interesting idea 0
0 1 2 3 4 5 6 7 8 9 10 It was an interesting idea	0 1 2 3 4 5 6 7 8 9 10 was an interesting idea .
It was an interesting idea It was well produced and presented It was well produced and presented It was different from things I've experienced before It was thought-provoking It was absorbing and held my attention It was absorbing and held my attention It was absorbing and held my attention It was used that it's happening here again It is important that it's happening here It is important that it's happening here It was well thought through and put It was well thought through and put It was well thought through and put It was used It hought through and put It was used It hought through and put It ogether It was used It hought through through through through through through through through through thought through through through through through through throught	was an interesting idea Image: Constraint of the history of Ukraine have you learnt as a result of attending 'A Short History
It was different from things I've 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's happening here It is important that it's happening here It is assomething to say about the world in which we live It was well thought through and put It was well thought through and put It was well thought through and put It ogether It was a result of attending 'A Short History of Tractors in Ukrainian'? It has something as a result of attending 'A Short History of Tractors in Ukrainian'? It has bothing at all and '10' is 'A lot', how much have you learnt about It was used in the use issues, please select N/A)	was different from things I've xperienced before was thought-provoking was absorbing and held my attention was absorbing and held my attention would come to something like this gain is important that it's happening here n Hull) has something to say about the ord in which we live was well thought through and put greeter On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about the following as a result of attending 'A Short History of Tractors in Ukrainian'? // there you didn't attend events that explored these issues, please select N/A)
experienced before $1 + 1 + 2 + 3 + 4 + 5 + 6 + 7 + 8 + 9 + 10 + 10 + 10 + 10 + 10 + 10 + 10 $	xperienced before was thought-provoking was absorbing and held my attention would come to something like this gain is important that it's happening here in Hull) has something to say about the ord in which we live was well thought through and put ord in which we live On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about to fattending 'A Short History of Tractors in Ukrainian'? Here you didn't attend events that explored these issues, please select N/A) What new elements of the history of Ukraine have you learnt as a result of attending 'A Short History of Ukraine
It was absorbing and held my attention I would come to something like this again It is important that it's happening here (in Hull) It has something to say about the world in which we live It was well thought through and put together It was well thought through and put together It was absorbing as a result of attending 'A Short History of Tractors in Ukrainian'? Where you didn't attend events that explored these issues, please select N/A)	was absorbing and held my attention would come to something like this gain is important that it's happening here n Hull) has something to say about the ordd in which we live was well thought through and put ogether On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about e following as a result of attending 'A Short History of Tractors in Ukrainian'? 'there you didn't attend events that explored these issues, please select N/A) Nothing at all 0 1 2 3 4 5 6 7 8 9 10 he history of Ukraine What new elements of the history of Ukraine have you learnt as a result of attending 'A Short History What new elements of the history of Ukraine have you learnt as a result of attending 'A Short History What new elements of the history of Ukraine have you learnt as a result of attending 'A Short History What new elements of the history of Ukraine have you learnt as a result of attending 'A Short History Mathematical attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History Mathematical attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History Mathematical attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History Mathematical attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History Mathematical attending 'A
I would come to something like this again I would come to some	would come to something like this gain is important that it's happening here n Hull) has something to say about the orld in which we live was well thought through and put ggether On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about e following as a result of attending 'A Short History of Tractors in Ukrainian'? there you didn't attend events that explored these issues, please select N/A) Nothing at all 0 1 2 3 4 5 6 7 8 9 10 he history of Ukraine What new elements of the history of Ukraine have you learnt as a result of attending 'A Short History What new elements of the history of Ukraine have you learnt as a result of attending 'A Short History was well the you learnt as a result of attending 'A Short History was well have you learnt as a result of attending 'A Short History was well have you learnt as a result of attending 'A Short History was well have you learnt as a result of attending 'A Short History was well have you learnt as a result of attending 'A Short History was well have you learnt as a result of attending 'A Short History
again It is important that it's happening here It is is important that it's happening here It is	gain Image: Control of the definition
(in Hull) It has something to say about the world in which we live It was well thought through and put together On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about the following as a result of attending 'A Short History of Tractors in Ukrainian'? Where you didn't attend events that explored these issues, please select N/A) Nothing at all 0 1 2 3 4 5 6 7 8 9 10	n Hull) has something to say about the norld in which we live was well thought through and put ogether On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about the following as a result of attending 'A Short History of Tractors in Ukrainian'? (here you didn't attend events that explored these issues, please select N/A) Nothing at all 0 1 2 3 4 5 6 7 8 9 10 he history of Ukraine What new elements of the history of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine
world in which we live It was well thought through and put together It was well together<	was well thought through and put ogether On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about a following as a result of attending 'A Short History of Tractors in Ukrainian'? (A lot 0 1 2 3 4 5 6 7 8 9 10 he history of Ukraine (Mat new elements of the history of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short History of Ukraine have you learnt as a result of attending 'A Short H
together . On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about the following as a result of attending 'A Short History of Tractors in Ukrainian'? Where you didn't attend events that explored these issues, please select N/A) Nothing at all 0 1 2 3 4 5 6 7 8 9 10	On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about e following as a result of attending 'A Short History of Tractors in Ukrainian'? //here you didn't attend events that explored these issues, please select N/A) Nothing at all 0 1 2 3 4 5 6 7 8 9 10 he history of Ukraine What new elements of the history of Ukraine have you learnt as a result of attending 'A Short History
Nothing A Short History of Tractors in Ukrainian'? Vhere you didn't attend events that explored these issues, please select N/A) Nothing A lot 0 1 2 3 4 5 6 7 8 9 10	e following as a result of attending 'A Short History of Tractors in Ukrainian'? /here you didn't attend events that explored these issues, please select N/A) Nothing at all 0 1 2 3 4 5 6 7 8 9 10 he history of Ukraine 0 0 0 0 0 0 0 0 0 0 0
	What new elements of the history of Ukraine have you learnt as a result of attending 'A Short Histor
What new elements of the history of Ukraine have you learnt as a result of attending 'A Short Histor	

7. Please share any further comments you have about 'A Short History of Tractors in Ukrainian' below:

MA	RKETING
	e following questions will help us to better understand how effective our communications were h you about the event.
	low did you find out about 'A Short History of Tractors in Ukrainian'? ease tick <u>all</u> 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.hulltruck.co.uk
	www.hull2017.co.uk
	Other website (please specify)
	Hull Truck Theatre Facebook / Twitter / Instagram / Youtube / Flickr / Linkedin / e-newsletter
	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)
Whe	ere applicable, please specify other organisation social media / website / other publicity source
* 9. Ir	n the last 12 months have you attended an event at Hull Truck Theatre?
\bigcirc	Yes No On't remember

* 9. In the last 12 months have you attended an event at Hull Truck Theatre?
Ves
No
Don't remember

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.

* 10. Do you live in Hull?

O Yes

O No

HULL RESIDENTS			
	or are you planning to attend of UK City of Culture 2017?	r take part in other events and activities	
O Yes	Νο	O Not sure	

VISIT TO HULL			
	e City Centre on the day you a y or not at all due to the event	attended 'A Short History of Tractors in ?	
Mainly	Partly	Not at all	
or taken part in, or do y (Other arts and cultural e	ou plan to attend or take part	a visit to an art gallery or museum, attending a	
None	С) Three	
One	С) Four or more	
🔵 Тwo	С) Don't know	
* 14. When you attended (Please select <u>one</u> answ		n Ukrainian' what was the <u>main</u> purpose of your visit	to Hull?
Because Hull is UK City of	of Culture 2017		
To take in some arts / her	itage / culture generally		
To visit family / friends			
To attend business meeti	ngs or a conference although I normally	y work outside Hull	
I was on a study trip			
For general leisure purpo	ses – shopping and eating out		
Because I work in Hull			
Just for this event (The H	ypocrite)		
Other (please specify)			
* 15. Had you been to Hu	II before coming to 'A Short H	listory of Tractors in Ukrainian'?	
Yes	С) No	
* 16 Did vou visit just for	r the day, or did you stay over	night when you attended 'A Short History of	
Tractors in Ukrainian'?			
Just for the day	С	Stayed overnight	
			1

FREQUENCY OF VISITS TO HULL

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

 \bigcirc Less frequently than once a year

1-2 times per year

3-4 times per year

5-6 times per year

 \bigcirc More frequently than six times a year

INTENTIONS TO RETURN

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

OVERNIGHT VISIT	TORS		
	t, at the time you attended 'A Short Histo in the area and how many days?	ory of Tractors in Ukrainian', how ma	any
Number of nights:			
Number of days:			
	I telling me us how much you spent pers to the nearest £, or enter zero if applicable -		
(Please tick all that ap	commodation did you stay in? pply)		
Bed and Breakfast		Static caravan	
Hotel		Camping	
Self-catering		Airbnb	
With Friends / Family	1		
Other (please specify	y)		

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.

22. How much do you estimate you spent on you and others with you on the following during your visit (not including tickets for 'A Short History of Tractors in Ukrainian')? (please enter to the nearest \pounds , 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.

23. 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)

* 24. Which of the following best describes your e (Please select <u>one</u> answer only)	mployment status?
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	
* 25. 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)	

-	scribe your ethnic background?	
(Please select <u>one</u> answ	er only)	
White: English/Welsh/So	cottish/Northern Irish/British	
White: Irish		
White: Gypsy or Irish Tra	aveller	
White: Polish		
White: Any other white b	ackground (write in box below if you wish)	
Mixed/multiple ethnic g	roups: White and Black Caribbean	
Mixed/multiple ethnic g	roups: White and Black African	
Mixed/multiple ethnic g	roups: White and Asian	
Mixed/multiple ethnic g	roups: Any other Mixed/multiple ethnic bad	kground (write in box below if you wish)
Asian/Asian British: Ba	ngladeshi	
Asian/Asian British: Inc	lian	
Asian/Asian British: Pa	kistani	
Asian/Asian British: Ch	inese	
Asian/Asian British: An	y other Asian background (write in box belo	w if you wish)
Black/African/Caribbea	n/Black British: African	
Black/African/Caribbea	n/Black British: Caribbean	
Black/African/Caribbea	n/Black British: Any other Black/African/Ca	aribbean 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:	
	ing age groups do you fall into?	
(Please select <u>one</u> answ		
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
* 29 Are your day to day	ractivities limited because of a h	ealth problem or disability which has lasted,
or is expected to last, a		earth problem of disability which has lasted,
Yes - limited a lot	Л	lo
Yes - limited a little	 () F	refer not to say

* 29. How many peop Ukrainian'?	le, including yourself, were in your group at 'A Short History of T	ractors in
(please enter in a nur	merical format, i.e. 2, as opposed to text format 'two)	
	elf, how many people were there in the group in each of the follo	wing age
categories? (If you do not know. p	lease 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		

AND FINALLY		
* 31. Would you be happy for Hi you to take part in future resea	ull 2017, the University of Hull or their official evaluators to contact arch?	
Yes	○ No	
* 32. Would you like to be enter	ed 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.

* 33. Name:

34. Email address:

35. Telephone number: