

Welcome

Many thanks for taking the time to answer this survey about Ferens Art Gallery.

This questionnaire will be used to see what you thought, and to help us understand what we're doing well, and where improvements need to be made for 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, though if you have attended multiple exhibitions and events throughout the year, it may take slightly longer.

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 Culture and Leisure, 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 official merchandise.

Your Visit(s)

* 1. Since the 1 January 2017, how many times have you visited the Ferens Art Gallery?

- Once Five to six times
 Twice More frequently than six times
 Three to four times Don't remember

2. Which of the following do you remember seeing during your visit(s) to Ferens Art Gallery this year? (Please tick all that apply)

- Masterpieces in Focus From The Royal Collection: Rembrandt (1 April - 28 August)
 Ferens: Hull's Philanthropist (13 January - 31 December)
 Francis Bacon: Nervous System (21 January - 1 May)
 Pietro Lorenzetti: Siena to Hull, A Masterpiece Revealed (13 January - 23 April)
 Offshore: Artists Explore the Sea (1 April - 28 August)
 SKIN: Freud, Mueck and Tunick (22 April - 13 August)
 Open Exhibition (26 February - 12 March)
 Turner Prize (26 September - 7 January 2018)

* 3. Excluding the exhibitions above, have you attended any of the supporting events and activities programmed at the Ferens Art Gallery in 2017?

- Yes No Not sure

Events & Activities Programme

4. Which of the following TALKS / TOURS did you attend? (Please tick all that apply)

- N/A - I did not attend any talks or tours
- Siena to Hull Talk (18 January)
- Tour of artworks acquired through Ferens Endowment Fund (19 January & 2 February)
- 'Up Close' - Lorenzetti and His Contemporaries (26 January & 9 February)
- Masters of the Sienese School - A New Discovery (1 February)
- 'Up Close' - Lorenzetti Tour for Children (23 February)
- 10 Influential Women: Influential Female Artists (2 March & 9 March)
- Imogen Tedbury: The 'Particular Delightfulness of Sienese Painting' (24 March)
- Catherine Howe - Francis Bacon; The Anxiety of Influence (30 March)
- In Focus - Offshore: Artists Explore the Sea (24 April)
- Future Ferens Tour: Mueck in Focus (27 April, 25 May & 29 June)
- In Focus - Offshore Above 8, A Collaborative Process (2 May)
- In Focus - Lucian Freud (8 May & 22 May)
- Old Masters, New Displays: Religious Painting at the Ferens (10 May - 7 June)
- In Focus - Dutch Collections (19 May & 22 June)
- Artist Talk: Philip Akkerman (1 June)
- Sounding the Sea Symposium (15-16 June)
- In Focus - Phil Coy & Magnus Johnson (21 June)
- Celebrating Hockney (9 July)
- Dutch Art in the Royal Collection (17 July)
- BP Cultural Visions Lecture: Nick Cullinan (19 July)
- Queer Art History: LGBTQ Artists at the Ferens (27 July)
- Walk the Sea of Hull (throughout August)
- SKIN: The Nude in Art - Symposium (10 August)
- Interrogating Identity with Hack and Host (26 August)
- Francis Bacon: An Intimate Portrait (7 September)
- Turner Prize: Meet Me at the Blue Box (throughout October)
- Turner Prize: Audio Described Tour (6 October)
- Turner Prize: BSL Curator Tours (13 October)
- Turner Prize: Curator Tours (12, 13 & 26 October, 9 November, and 3 December)

5. Which of the following WORKSHOPS did you attend? (Please tick all that apply)

- N/A - I did not attend any workshops
- The Making of Colour (21 January)
- Exploring Colour (18 February)
- Ferens Favourites: From Lions to Lorenzetti - Family Activity (22 February)
- Inspired by Bacon (4 March)
- Medieval Inspired Casting & Carving (18 March)
- Photographing Form Masterclass (3 May)
- Life Drawing Masterclass: Artist Led Workshop (14 May)
- Ferens Favourites: From Lions to Lorenzetti (31 May)
- Mini Masterpieces Workshops (half-term and summer holidays)
- Inspired by Freud: Artist Led Workshop with Jake Attree (17 June)
- Turner Prize: Through the Lens - Film Workshop (7 October)

6. Which of the following SPECIAL EVENTS did you attend? (Please tick all that apply)

- N/A - I did not attend any special events
- Bacon Film Screening: The Battleship Potemkin (23 March)
- Stepping Back in Time Social Tea Dance (26 July)

Motivation to Visit

*** 7. What were your main reasons for attending these exhibitions and events at Ferens Art Gallery in 2017? (Please select up to 3 main reasons)**

- Because it's part of Hull UK City of Culture 2017
- Because I'm a regular attender of Ferens Art Gallery
- To see a specific exhibition (please specify which exhibition below)
- To attend a specific event or activity (please specify which event or activity below)
- To see the permanent collection
- 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
- 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
- To show a visitor around
- No particular reason / someone else's idea
- I was in the area anyway
- Other (please specify below)

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

AUDIENCE SURVEY: FERENS ART GALLERY

Your experience

* 8. Overall, how satisfied / dissatisfied were you with each exhibition?

	Very dissatisfied	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Very satisfied	Don't remember
Masterpieces in Focus From The Royal Collection: Rembrandt (1 April - 28 August)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ferens: Hull's Philanthropist (13 January - 31 December)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Francis Bacon: Nervous System (21 January - 1 May)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pietro Lorenzetti: Siena to Hull, A Masterpiece Revealed (13 January - 23 April)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offshore: Artists Explore the Sea (1 April - 28 August)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SKIN: Freud, Mueck and Tunick (22 April - 13 August)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open Exhibition (26 February - 12 March)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turner Prize (26 September - 7 January 2018)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 9. How far would you disagree or agree with the following statements? (Please select one option only for each statement)

'In general, the exhibitions that I have seen and / or the events and activities I've attended when visiting the Ferens Art Gallery in 2017...

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
...were an enjoyable experience'	<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 made me think that getting involved in a project as a volunteer looks like fun'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...has introduced me to the art work of all / some artists for the first time'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...made me think about Hull's contribution to the world'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...provided me with a different experience of the city'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...challenged my understanding of art'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 10. 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 exhibitions that you have seen when visiting the Ferens Art Gallery in 2017? (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 / they were 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 / they were 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 / they were 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 / they were 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 / they were 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 / they have 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 / they were 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"/>
The written or audio information provided gave me a better understanding of the works and their context	<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"/>

11. Thinking about what you have seen or taken part in at the Ferens Art Gallery during your visit(s) in 2017, what have you most liked about the exhibitions, events and / or activities?

12. Thinking about your experience(s) at the Ferens Art Gallery during your visit(s) in 2017, what are the most interesting things you have learnt?

13. Thinking about your experience(s) at the Ferens Art Gallery during your visit(s) in 2017, what could have been improved?

Masterpieces in Focus from the Royal Collection: Rembrandt & Associated Event and Activities

* 14. 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 'Masterpieces in Focus From the Royal Collection: Rembrandt' and / or its associated events and activities?

	Nothing at all	0	1	2	3	4	5	6	7	8	9	A lot	N/A
Dutch 17th century art generally		<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"/>
The collection of Dutch Artwork at the Ferens		<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"/>
The life and work of Rembrandt		<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"/>
Techniques used by 16th and 17th Century Dutch artists		<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"/>

15. As a result of visiting 'Masterpieces in Focus from the Royal Collection: Rembrandt' and / or its associated events and activities have you been inspired to do any of the following?

(Please select all that apply)

- Undertake online research into Dutch Art and / or Rembrandt
- Visit an archive or library to undertake research into Dutch Art and / or Rembrandt
- Attend talks or lectures on Dutch Art and / or Rembrandt
- Visit another museum, gallery or heritage site
- Volunteer at Ferens Art Gallery
- Volunteer at another museum, gallery or heritage site
- Sign up for a course e.g. night classes, workshop, accredited course
- Other (please specify)

16. If you answered that your experience attending 'Masterpieces in Focus from the Royal Collection: Rembrandt' and / or its associated events and activities inspired you to do one or more follow up activities listed in the above question, please can you provide a short explanation as to why in the box below?

AUDIENCE SURVEY: FERENS ART GALLERY

Ferens: Hull's Philanthropist & Associated Events and Activities

* 17. 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 'Ferens: Hull's Philanthropist' and / or its associated events and activities?

	Nothing at all	0	1	2	3	4	5	6	7	8	9	A lot 10	N/A
The story and legacy of TR Ferens	<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"/>
The permanent collections at Ferens Art Gallery	<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"/>

18. As a result of visiting 'Ferens: Hull's Philanthropist' and / or its associated events and activities have you been inspired to do any of the following?

(Please select all that apply)

- Undertake online research into TR Ferens
- Visit an archive or library to undertake research into TR Ferens
- Undertake online research into the permanent collections of the Ferens Art Gallery
- Visit an archive or library to undertake research into the permanent collections of the Ferens Art Gallery
- Attend talks or lectures about TR Ferens or the Ferens Art Gallery
- Visit another museum, gallery or heritage site
- Volunteer at Ferens Art Gallery
- Volunteer at another museum, gallery or heritage site
- Sign up for a course e.g. night classes, workshop, accredited course
- Other (please specify)

19. If you answered that your experience attending 'Ferens: Hull's Philanthropist' and / or its associated events and activities inspired you to do one or more follow up activities listed in the above question, please can you provide a short explanation as to why in the box below?

Francis Bacon: Nervous System & Associated Events and Activities

* 20. 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 'Francis Bacon: Nervous System' and / or its associated events and activities?

	Nothing at all	0	1	2	3	4	5	6	7	8	9	A lot	N/A
The life and work of Francis Bacon		<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"/>
Diego Velazquez's 17th-century Portrait of Pope Innocent X (inspiration for Bacon's Screaming Popes Series)		<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"/>

21. As a result of visiting 'Francis Bacon: Nervous Systems' and / or its associated events and activities, have you been inspired to do any of the following?

(Please select all that apply)

- Undertake online research into Francis Bacon
- Visit an archive or library to undertake research into Francis Bacon
- Attend talks or lectures about Francis Bacon
- Visit another museum, gallery or heritage site
- Volunteer at Ferens Art Gallery
- Volunteer at another museum, gallery or heritage site
- Sign up for a course e.g. night classes, workshop, accredited course
- Other (please specify)

22. If you answered that your experience attending 'Francis Bacon: Nervous System' and / or its associated events and activities inspired you to do one or more follow up activities listed in the above question, please can you provide a short explanation as to why in the box below?

Pietro Lorenzetti & Associated Events and Activities

* 23. 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 'Pietro Lorenzetti: Siena to Hull, a Masterpiece Revealed' and / or its associated events and activities?

	Nothing at all	0	1	2	3	4	5	6	7	8	9	A lot	N/A
14th Century Sieneese Painting		<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"/>
The life and work of Pietro Lorenzetti		<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"/>
The contemporaries of Pietro Lorenzetti		<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"/>
Early Italian painting		<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"/>

24. As a result of visiting 'Pietro Lorenzetti: Siena to Hull, a Masterpiece Revealed' and / or its associated events and activities have you been inspired to do any of the following?
(Please select all that apply)

- Undertake online research into early Italian Painting and / or Pietro Lorenzetti
- Visit an archive or library to undertake research into early Italian painting and / or Pietro Lorenzetti
- Attend talks or lectures on early Italian painting and / or Pietro Lorenzetti
- Visit another museum, gallery or heritage site
- Volunteer at Ferens Art Gallery
- Volunteer at another museum, gallery or heritage site
- Sign up for a course e.g. night classes, workshop, accredited course
- Other (please specify)

25. If you answered that your experience attending 'Pietro Lorenzetti: Siena to Hull, a Masterpiece Revealed' and / or its associated events and activities inspired you to do one or more follow up activities listed in the above question, please can you provide a short explanation as to why in the box below?

Offshore: Artists Explore the Sea & Associated Events and Activities

* 26. 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 'Offshore: Artists Explore the Sea' and / or its associated events and activities?

	Nothing at all 0	1	2	3	4	5	6	7	8	9	A lot 10	N/A
Hull's role as a maritime city	<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"/>
Hull's fishing community	<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"/>
Implications of climate change	<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"/>
Climate change	<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"/>
Rising sea levels	<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"/>
Marine life	<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"/>
Cultural ties to the sea	<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"/>

27. As a result of visiting 'Offshore: Artists Explore the Sea' and / or its associated events and activities have you been inspired to do any of the following?

(Please select all that apply)

- Undertake online research into Hull's maritime and / or fishing heritage
- Visit an archive or library to undertake research into Hull's maritime and / or fishing heritage
- Attend talks and lectures on Hull's maritime and / or fishing heritage
- Undertake research into cultural ties to the sea (e.g. monster myths)
- Attend talks and lectures on cultural ties to the sea (e.g. monster myths)
- Undertake research into climate change, rising sea levels and / or marine life
- Attend talks and lectures on climate change, rising sea levels and / or marine life
- Visit another museum, gallery or heritage site
- Volunteer at Ferens Art Gallery
- Volunteer at another museum, gallery or heritage site
- Sign up for a course e.g. night classes, workshop, accredited course
- Other (please specify)

28. If you answered that your experience attending 'Offshore: Artists Explore the Sea' and / or its associated events and activities inspired you to do one or more follow up activities listed in the above question, please can you provide a short explanation as to why in the box below?

SKIN: Freud, Mueck and Tunick & Associated Events and Activities

* 29. On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about the nude in art as a result of attending 'SKIN: Freud, Mueck and Tunick' and / or its associated events and activities?

Nothing at all											A lot	
0	1	2	3	4	5	6	7	8	9	10	N/A	
<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"/>

30. As a result of visiting 'SKIN: Freud, Mueck and Tunick' and / or its associated events and activities have you been inspired to do any of the following?

(Please select all that apply)

- Undertake online research into the nude in art
- Visit an archive or library to undertake research into the nude in art
- Attend talks or lectures on the nude in art
- Visit another museum, gallery or heritage site
- Volunteer at Ferens Art Gallery
- Volunteer at another museum, gallery or heritage site
- Sign up for a course e.g. night classes, workshop, accredited course
- Other (please specify)

31. If you answered that your experience attending 'SKIN: Freud, Mueck and Tunick' and / or its associated events and activities inspired you to do one or more follow up activities listed in the above question, please can you provide a short explanation as to why in the box below?

Overall Reflections

32. Please share any further comments you have about the exhibitions and / or associated events and activities you have attended at Ferens Art Gallery in 2017 below:

Marketing

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

* 33. How did you find out about Ferens Art Gallery in general or the specific exhibitions, events and / or activities you attended?

(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
- Hull Museums Website
- www.hull2017.co.uk
- Other website (please specify)
- Hull Museums Facebook / Twitter
- 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

* 34. **Had you attended an event or exhibition at Ferens Art Gallery before 2017?**

- Yes
- Not in the last two years
- No, this is my first time
- Don't remember

*** 35. 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.

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

Yes

No

Visit to Hull

* 37. Was your visit to the Hull on the most recent occasion you attended Ferens Art Gallery mainly, partly or not at all due to the exhibitions you saw?

- Mainly Partly Not at all

* 38. During this most recent visit to Hull and Ferens Art Gallery, 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 an arts related lecture at the University of Hull)

- None Three
 One Four or more
 Two Don't know

* 39. On the occasion of your most recent visit to Ferens Art Gallery, what was the main purpose of your visit to Hull? (Please select one answer only)

- 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 to visit Ferens Art Gallery
 Other (please specify)

* 40. Had you been to Hull before 2017?

- Yes No

Frequency of Visits to Hull

* 41. **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

42. 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

Intentions to Return

* 43. To what extent do you disagree or agree with the following statement?

'Based on my experience of Hull during this visit, I will visit Hull again in future'

Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	N/A
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Visitor Satisfaction

* 44. As a visitor to Hull, on a scale of 1 to 5 where 1 means 'Very dissatisfied' and 5 means 'Very satisfied', how satisfied are you with the following?

(If you have not experienced aspects of the visitor experience, please tick N/A)

	Very dissatisfied	Dissatisfied	Neither dissatisfied or satisfied	Satisfied	Very Satisfied	N/A
General visitor welcome	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of accomodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Places to eat and drink	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City centre signposting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Length of Visit

* 45. **Did you visit just for the day, or did you stay overnight on any occasion when you visited Ferens Art Gallery?**

Always visited just for the day

Always or sometimes stayed overnight

Overnight Visitors

* 46. On occasions when you visited Ferens Art Gallery in 2017, in total how many nights did you stay in the area and how many days?

Number of nights:

Number of days:

47. Would you mind telling us how much you spent personally on accommodation in Hull, in total, as part of your visit(s)? (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)

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

- | | |
|---|--|
| <input type="checkbox"/> Bed and Breakfast | <input type="checkbox"/> Static caravan |
| <input type="checkbox"/> Guest House | <input type="checkbox"/> Touring caravan |
| <input type="checkbox"/> Hotel | <input type="checkbox"/> Camping |
| <input type="checkbox"/> Self-catering | <input type="checkbox"/> Airbnb |
| <input type="checkbox"/> With Friends / Family | |
| <input type="checkbox"/> 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.

49. How much do you estimate you spent on you and others with you on the following during your visit(s)? (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.

50. 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)

* 51. 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 | |

* 52. 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) | |

* 53. 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:

* 54. 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 |

* 55. 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 |

* 56. How many people, including yourself, were in your group during your most recent visit to Ferens Art Gallery?

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

57. 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...

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

Yes

No

*** 59. 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.

*** 60. Name:**

61. Email address:

62. Telephone number: