|  |  |
| --- | --- |
| **FIELDWORKER USE ONLY** |  |
| **Event Name / Ref no***Place des Anges* | **Date***2nd July 2016* |
| **Main art form**: Ballet/Dance🞏Circus🞏Comedy 🞏Theatre🞏Music🞏Musical Theatre🞏Opera 🞏 Outdoor events 🗹Visual Arts / Crafts🞏Film 🞏Literature/ Spoken Word/Poetry🞏Other arts🞏**Outdoor**🗹 **Indoor** 🞏**Attender**🗹 **Participant**🞏 |
| **Interviewer** |

We would like to find out about you and your experience at this event today to help inform future arts programmes in Hull. We would be delighted if you could take part in this short survey, conducted in accordance with Market Research Society guidelines.

|  |
| --- |
| **Yourexperience at this event** |

**1a. Are you aware of Hull UK City of Culture 2017?** Yes🞏(*please go to Q1b*)No🞏(*please go to Q2)*

**1b. Are you planning to attend or participate in activities programmed for Hull UK City of Culture 2017?** Yes**🞏** No**🞏** Not sure 🞏

**2. Did you know prior to attending that this event – Place des Anges–was part of
a. Yorkshire Festival 2016?** Yes      No
**b. Amy Johnson Festival 2016?** Yes          No

**3. What was your main reason for attending / taking part in this event today?**(selectup to 3)

🞏Because it’s supported byHull 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 artist / performer / company involved (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

🞏Gettinginvolved 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

🞏Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**4. How likely are you to recommend this type of event in Hull to friends or family? (where 10 is the most likely to recommend and 0 is the least)** (circle as applicable)

Least 0 1 2 3 4 5 6 7 8 9 10 Most

**Your rating for this event**

**5. How would you rate this event?**(please circle one point on the scale that best represents your level of agreement with each statement)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |
| --- |
| **a. It was an interesting idea** |
| Strongly disagree |  |  |  |  | Neutral |  |  |  |  | Strongly agree |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

 |
|

|  |
| --- |
| **b. It was well produced and presented** |
| Strongly disagree |  |  |  |  | Neutral |  |  |  |  | Strongly agree |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

 |
|

|  |
| --- |
| **c. It was different from things I’ve experienced before** |
| Strongly disagree |  |  |  |  | Neutral |  |  |  |  | Strongly agree |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

 |
|

|  |
| --- |
| **d. It was absorbing and held my attention** |
| Strongly disagree |  |  |  |  | Neutral |  |  |  |  | Strongly agree |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

 |
|

|  |
| --- |
| **e. I would come to something like this again** |
| Strongly disagree |  |  |  |  | Neutral |  |  |  |  | Strongly agree |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

 |
|

|  |
| --- |
| **f. It is important it’s happening here**  |
| Strongly disagree |  |  |  |  | Neutral |  |  |  |  | Strongly agree |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

 |
|

|  |
| --- |
| **g. It has something to say about the world in which we live** |
| Strongly disagree |  |  |  |  | Neutral |  |  |  |  | Strongly agree |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

 |

**About your day out**

**6. How did you find out about this event?**(tick all that apply)

🞏Friends/family/colleagues told me 🞏Social media / email from friends/family/colleagues

🞏www.hull2017.co.uk/ 🞏Other website (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

🞏Hull 2017 Facebook / Twitter / Instagram / Youtube / Flickr

🞏Other organisationFacebook / Twitter / Instagram / Youtube / Flickr (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

🞏Hull 2017 e-newsletter 🞏Outdoor advertising

🞏Place des Anges leaflet / flyer through the door 🞏Place des Anges leaflet / flyer I picked up

🞏Newspaper / press 🞏TV 🞏Radio 🞏Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**7a. Where do you live?**(select one)

🞏Hull- postcodes HU1-HU9 only (please go to Q16) 🞏East Riding(please go to Q8)

🞏Elsewhere in the UK(please go to Q8) 🞏Outside the UK(please go to Q7b)

**7b. If you are from outside the UK:what is your country of residence?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**8.What is the main purpose of your visit to Hull?**(select one)

🞏I’m here to take in some arts / heritage / culture 🞏Visiting family / friends

🞏I’m here to attend business meetings / conference 🞏I’m on a study trip

🞏Here for general leisure purposes – shopping and eating out 🞏Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_

**9. Have you been to Hull before?**🞏Yes 🞏No

| **10. As a visitor to Hull, how satisfied or dissatisfied are you with the following today?** (on a scale of 1 to 5 where 1 means very dissatisfied and 5 means very satisfied) |
| --- |
|  | N/A 0 | Very dissatisfied 1 | 2 | Neutral3 | 4 | Very satisfied 5 |
| General visitor welcome | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| Quality of accommodation | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| Places to eat and drink | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| Public transport  | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| Overall value for money | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| City centre signposting | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

|  |
| --- |
| **You and your party** |

**11. Which of the following best describes you:**

🞏I am a day visitor to the area(please go to Q14) 🞏I am staying overnight (please go to Q12)

**12. How many nights are you staying in the area\_\_\_\_\_\_\_\_\_ and how many days\_\_\_\_\_\_\_\_\_?**

|  |
| --- |
| £(accommodation) |

**13. Would you mind saying how much you spent personally on accommodation in Hull overall as part of your visit?**(to the nearest £, enter zero if none)

**14. Excluding any ticket price, would you mind saying how much you spent personally in Hull today as part of your visit?** (to the nearest £, enter zero if none – exclude accommodation )

|  |
| --- |
| £ (food, travel, local shopping etc) |

**15. FOR NON-HULL RESIDENTS (i.e. NOT HU1-HU9 POSTCODE AREAS): To what extent is your visit to Hull motivated by this event?** 🞏Mainly 🞏Partly 🞏Not at all

**16.FOR ALL UK RESIDENTS INCLUDING HULL: What is your home postcode?** (This is for statistical purposes only and cannot be used to contact you)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |

**17. Which of the following best describes your employment status? (tick one only)**

🞏Employed / working full or part time 🞏Self-employed 🞏Unemployed

🞏On a government scheme for employment training 🞏Looking after family / home

🞏Unable to work 🞏Retired 🞏Student 🞏Prefer not to say

**18. Are you:** 🞏Male 🞏Female🞏Transgender🞏Other (please describe)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

🞏Prefer not to say

**19. How would you describe your ethnic background?**

🞏White / White British🞏White Other🞏Mixed/ Multiple ethnic group🞏Asian / Asian British

🞏Arab / Arab British🞏Black / African / Caribbean / Black British 🞏Chinese / Chinese British

🞏Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 🞏Prefer not to say

**20. Please tell us your age group *and* the age groups of all members of your party**(Place a star (\*) against the age of the respondent)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Age | (\*) |  Total no. persons | Age | (\*) | Total no. persons | Age | (\*) | Total no. persons |
| 0 - 2 |  |   | 18 - 19 |  |  | 45 - 54 |  |  |
| 3 - 5 |  |  | 20 - 24 |  |  | 55 - 64 |  |  |
| 6 - 10 |  |  | 25 - 29 |  |  | 65 - 74 |  |  |
| 11 - 15 |  |   | 30 - 34 |  |  | 75+ |  |  |
| 16 - 17 |  |   | 35 - 44 |  |  |

**21. 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?**(tick one only)

🞏No (please go to Q23)🞏Yes, limited a lot (please go to Q22)🞏Yes, limited a little (please go to Q22)

🞏Prefer not to say(please go to Q23)

**22. Do you have any of the following conditions?**

🞏Learning Disability (e.g. dyslexia, dyspraxia)

🞏Long term illness/condition (e.g. asthma, diabetes, epilepsy, Multiple Sclerosis)

🞏Sensory Impairment (e.g. Blind, Deaf, Glaucoma, hearing impairment, visual impairment)

🞏Mental Health Condition (e.g. anorexia, depression, schizophrenia)

🞏Physical Impairment (e.g. amputation, wheelchair user, manual dexterity issues)

🞏Cognitive Impairment (e.g. Autism, Aspergers Syndrome, head injury)

🞏Other (Please specify if you wish)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |
| --- |
| **Your arts experience** |

**23. Excluding this event, have you participated in or attended any of the following in the last 12 months?** (tick all that apply)

🞏Ballet/Dance🞏Circus🞏 Comedy🞏Film🞏Music🞏Opera 🞏Outdoor Events 🞏Theatre

🞏Visual Arts /Crafts🞏Literature/ Spoken Word/Poetry🞏Other arts (please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

🞏Heritage/local history events🞏Museum / historical attraction 🞏None of the above

**24. How far would you agree with the following statements? Place des Anges . . .**

|  | Strongly agree | Agree | Neither | Disagree | Strongly disagree |
| --- | --- | --- | --- | --- | --- |
| Is an enjoyable experience | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) |
| I felt welcomed by staff / volunteers | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) |
| Places the community at the centre  | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) |
| Gives everyone the chance to share and celebrate experiences together | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) |
| Has shown me that there is more to Hull than I had expected | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) |
| Has encouraged me to attend more similar events in future | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) |
| Has given me the opportunity to interact with other people who I wouldn’t have normally interacted with | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) |
| Has made me think that getting involved in a project as a volunteer looks like fun | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) |
| Was accessible to those with disabilities/access issues | 🞏(1) | 🞏(2) | 🞏(3) | 🞏(4) | 🞏(5) |

**Keeping in touch**

**25. Finally, would you be happy for Hull 2017official evaluators to contact you to take part in future research?**🞏Yes🞏No

**26. Would you like to opt in to receive information via email from Hull 2017 about upcoming events like this one?**🞏Yes 🞏No

**Please provide your email address in**

**BLOCK CAPITALS \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**And telephone contact if appropriate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Thank you for your help and enjoy the rest of your time in Hull!**