



## BACK TO OURS

### WELCOME

We would like to find out about you and your experience at 'Back To Ours' to help us to understand your views and inform future events and activities. Everything that you say is confidential and will only be used for the purposes of this research. Hull 2017 and its evaluation partners all abide by the Market Research Society's Code of Conduct.

The survey should take no more than 5-10 minutes to complete. All those who take part will be entered into a prize draw to win an exclusive Hull 2017 prize bag.

Please be assured that all responses provided to this questionnaire will be anonymised for the purposes of evaluation and treated with the strictest confidence. No names will be assigned to the results.

The questionnaire will stay open until **midnight (GMT) on Sunday 26th March.**



## BACK TO OURS

### LET'S GET STARTED

\* 1. Are you completing this survey online or in person?

Online

In person



## BACK TO OURS

### ONLINE RESPONDENTS

**\* 2. Which of the following 'Back to Ours' shows did you attend?**

(Please tick all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> The Story of Mr. B               | <input type="checkbox"/> Meet Fred                                |
| <input type="checkbox"/> Picture House: Willy Wonka       | <input type="checkbox"/> Joan (& Hekima)                          |
| <input type="checkbox"/> Picture House: Matilda           | <input type="checkbox"/> The Red Shed                             |
| <input type="checkbox"/> Picture House: Fantastic Mr. Fox | <input type="checkbox"/> Secret Gig: Ceri Dupree & Special Guests |
| <input type="checkbox"/> The Pigeon Detectives            |   |

**\* 3. What were your main reasons for attending these shows?**

(Please tick a minimum of 1 OR a maximum of 3 responses)

- 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 artists involved
- Getting involved in what's happening
- Trying something new or different
- It's affordable / good value
- Something to do with friends / family
- Something to do with the kids
- No particular reason / someone else's idea
- I was in the area anyway
- Other (please specify)

**\* 4. Which 'Back to Ours' venue(s) did you attend?**

(Please tick all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> Sirius Academy West  | <input type="checkbox"/> North Point Shopping Centre |
| <input type="checkbox"/> Hymers College       | <input type="checkbox"/> Winifred Holtby Academy     |
| <input type="checkbox"/> William Gemmell Club | <input type="checkbox"/> The Freedom Centre          |
| <input type="checkbox"/> Kingswood Academy    | <input type="checkbox"/> Archbishop Sentamu Academy  |



**BACK TO OURS**

**IN PERSON RESPONDENTS**

**\* 5. Which of the following 'Back to Ours' shows did you just attend?**

- The Story of Mr B
- Picture House: Willy Wonka
- Picture House: Matilda
- Picture House: Fantastic Mr Fox
- The Pigeon Detectives
- Meet Fred
- Joan (and Hekima)
- The Red Shed
- Secret Gig: Ceri Dupree & Special Guests

**\* 6. What was your main reason for attending this show?**

(Please tick one 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 artists involved
- Getting involved in what's happening
- Trying something new or different
- It's affordable / good value
- Something to do with friends / family
- Something to do with the kids
- No particular reason / someone else's idea
- I was in the area anyway
- Other (please specify)



**BACK TO OURS**

**YOUR EXPERIENCE**

**\* 7. How likely or unlikely are you to recommend this / these type of event(s) to friends or family, on a scale of 0 to 10, where 0 is very unlikely and 10 is very likely?**

(Please choose one option)

Very unlikely											Very likely
0	1	2	3	4	5	6	7	8	9	10	
<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"/>	

\* 8. How far would you disagree or agree with the following statements?

(Please choose one option only for each statement)

'Back to Ours'...

	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"/>
...made me feel more connected with Hull and its people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...made me feel more connected to the local community here	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...gave me the opportunity to interact with other people who I wouldn't have normally interacted with	<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 had 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"/>

\* 9. How far would you disagree or agree with the following statements about 'Back to Ours'?

(Please choose only one option for each statement. If the statement is not applicable to you please select N/A)

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	N/A
I felt welcomed by staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt welcomed by Hull 2017 Volunteers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



BACK TO OURS

MARKETING OF 'BACK TO OURS'

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

\* 10. Do you consider yourself local to this venue?

Yes  No

**\* 11. How did you find out about 'Back to Ours'?**

(Please select all that apply)

- Friends/family/colleagues - told me in person
- Friends/family colleagues – via social media / email
- 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



**BACK TO OURS**

**VISITORS TO THE AREA**

**\* 12. Where did you travel from to get to this venue?**

- Elsewhere in Hull
- Outside of Hull

**\* 13. Have you visited this part of Hull before?**

- Yes
- No
- Don't remember

**\* 14. What was the main purpose for your visit to this part of Hull today / when you attended 'Back to Ours'?**

- Because Hull is UK City of Culture 2017
- To take in some arts / heritage / culture generally
- To visit family / friends who live in the area
- For general leisure purposes – shopping and eating out
- For work / because I work in the area
- Just for the 'Back to Ours' show I attended
- Other (please specify)

**BACK TO OURS**

**ARTS & CULTURAL ATTENDANCE**

**\* 15. Excluding this event have you participated in or attended any of the following in the last 12 months?**

(Please tick all that apply)

	Attended	Participated in
Dance	<input type="checkbox"/>	<input type="checkbox"/>
Circus	<input type="checkbox"/>	<input type="checkbox"/>
Comedy	<input type="checkbox"/>	<input type="checkbox"/>
Festivals	<input type="checkbox"/>	<input type="checkbox"/>
Film	<input type="checkbox"/>	<input type="checkbox"/>
Music	<input type="checkbox"/>	<input type="checkbox"/>
Opera	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor events	<input type="checkbox"/>	<input type="checkbox"/>
Theatre	<input type="checkbox"/>	<input type="checkbox"/>
Visual arts / crafts	<input type="checkbox"/>	<input type="checkbox"/>
Literature / Spoken Word / Poetry	<input type="checkbox"/>	<input type="checkbox"/>
Other arts (please specify)	<input type="checkbox"/>	<input type="checkbox"/>
Heritage / local history events	<input type="checkbox"/>	<input type="checkbox"/>
Museum / historical attraction	<input type="checkbox"/>	<input type="checkbox"/>
None of the above	<input type="checkbox"/>	<input type="checkbox"/>

Other arts (please specify)

**BACK TO OURS**

**ABOUT YOU**

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.

\* 16. What is your home post code?  
(This will be used for evaluation purposes only)

\* 17. Are you....?

- Male  Transgender  
 Female  Prefer not to say  
 Other (please specify)

\* 18. Which of the following age groups do you fall into?

- 16-17 years  30-34 years  64-75 years  
 18-19 years  35-44 years  75+ years  
 20-24 years  45-54 years  Prefer not to say  
 25-29 years  55-64 years

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

- 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)  
 Please specify in this box if you wish:

\* 20. 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

\* 21. How many people, including yourself, are / were in your group at 'Back to Ours'?

\* 22. Which of the following categories do / did other members of your group fall into?  
(Please tick all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> Baby (less than 1 year) | <input type="checkbox"/> Young person (16-18 years)  |
| <input type="checkbox"/> Toddler (1-3 years)     | <input type="checkbox"/> Young adult (19 - 25 years) |
| <input type="checkbox"/> Child (4-12 years)      | <input type="checkbox"/> Adult (26 - 54 years)       |
| <input type="checkbox"/> Teenager (13-15 years)  | <input type="checkbox"/> Older person (55+ years)    |



BACK TO OURS

AND FINALLY...

\* 23. 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

\* 24. Would you like to be entered into the free prize draw to win an exclusive Hull 2017 prize bag?

- Yes  No



BACK TO OURS

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. 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.



\* 25. **Name:**

26. **Email address:**

27. **Telephone number:**