



WOW HULL: AUDIENCE SURVEY

WELCOME

Many thanks for coming along to Hull's first ever WOW Festival.

We recognise that your time is precious, but very much hope you will provide feedback. The information we gather through this research is used to see what you thought of the event, and to help Hull 2017 understand what is working, and where improvements need to be made for future events. It also provides evidence of the difference that arts and cultural events can make (or not) to those who attend or take part.

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 will take 10 - 15 minutes to complete, so we recommend popping the kettle on to make a cuppa before you get started.

Please be assured that all responses provided to this questionnaire are anonymised for the purposes of evaluation and treated with the strictest confidence. 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.

The questionnaire will stay open until noon (GMT) on Friday 7 April. You can also enter into a prize draw to win an 'exclusive Hull 2017 prize bag' by completing the questionnaire.

WOW HULL: AUDIENCE SURVEY

YOUR EXPERIENCE

*** 1. Which of the following 'WOW Hull events did you attend?'**

(Please tick all that apply)

- WOW HULL Opening Event: Lucy Beaumont's 'To Hull & Back' and BOND
- 'Kate Fox: The Wrong Bits'
- Red Carpet Screening of 'Viceroy's House' directed by Gurinder Chadha
- Artist exhibitions, e.g. 'The Female Gaze' by various artists and 'Power in Woman' by Sarah Lucas
- Film Screenings at Vue Cinema, supported by the British Film Institute e.g. 'Ovarian Psychos' and 'Wadjda'
- Theatre, e.g. 'Bucket List', 'Weathered Estates', 'Delicate Flowers' and 'Icons'
- Dance and Cabaret, e.g. 'Soror' and 'Ruby Red's Burlesque'
- Music, e.g. 'Ethel Leginska: The Musical Pioneer'
- Installations, e.g. 'Revolutionary Makers', 'JZ Flowers' and 'Hull Trailblazers'
- Panel discussions, e.g. 'Blazing Trails', 'Equal Pay for Equal Work' and 'Championing Care'
- Work focused events, e.g. 'Speed Mentoring' and 'Women in Manufacturing and Engineering'
- Workshops, e.g. 'The Courage Queen', 'Revolutionary Makers' and 'Unconscious Bias'
- WOW Bites - short talks covering a range of topics
- Club WOW

* 2. What was your main reason for attending 'WOW Hull'?

(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 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:

3. Why did you choose to attend the specific events you did, from the 'WOW Hull' programme of events?

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

(Please select one option only for each statement)

'WOW Hull'...

| | 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 the stories of Hull and its people | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...increased my awareness of gender equality issues generally | <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"/> |

*** 5. How likely or unlikely are you to recommend this type of event to friends or family, on a scale of 0 to 10, where 0 is very unlikely and 10 is very likely?**

(Please select one answer only)

| 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"/> | |

* 6. 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 'WOW Hull'?

| | Strongly disagree | | | | | | | | | | Strongly agree |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 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"/> |
| 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"/> |
| 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"/> |
| 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"/> |
| 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"/> |
| 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"/> |
| 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"/> |
| 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"/> |
| 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"/> |

* 7. How far would you disagree or agree with the following statements about 'WOW Hull'?

(Please select one option only 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"/> |

* 8. 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 issues / topics as a result of attending 'WOW Hull'?

(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 | A lot | 10 | N/A |
|---|----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Domestic abuse | | <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"/> |
| FGM (female genital mutilation) | | <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"/> |
| Global gender equality | | <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"/> |
| Gender equality within the arts | | <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"/> |
| Employment and the gender pay gap | | <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"/> |
| Historical representation of women | | <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"/> |
| Hull Trailblazers (notable women from 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"/> |

9. Please share any further comments you have about 'WOW Hull' below:

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MARKETING OF 'WOW HULL'

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

*** 10. How did you find out about 'WOW Hull'?**

(Please tick 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

*** 11. In the last 12 months have you attended an event at Hull City Hall?**

- Yes No Don't remember

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YOUR VISIT TO HULL CITY CENTRE

*** 12. Was your visit to the City Centre on the day you attended 'WOW Hull' mainly, partly or not at all due to the event?**

Mainly

Partly

Not at all

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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.

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

Yes

No

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HULL RESIDENTS

*** 14. 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

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VISIT TO HULL

* 15. When you attended 'WOW Hull' 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 for this event (WOW Hull)
- Other (please specify)

* 16. Had you been to Hull before coming to the 'WOW Hull'?

- Yes
- No

* 17. Did you visit just for the day, or did you stay overnight when you attended 'WOW Hull'?

- Just for the day
- Stayed overnight

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OVERNIGHT VISITORS

* 18. **During your visit, at the time you attended 'WOW Hull', how many nights did you stay in the area and how many days?**

Number of nights:

Number of days:

19. **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)

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

(Please tick all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Bed and Breakfast | <input type="checkbox"/> With Friends / Family |
| <input type="checkbox"/> Guest House | <input type="checkbox"/> Static caravan |
| <input type="checkbox"/> Hotel | <input type="checkbox"/> Touring caravan |
| <input type="checkbox"/> Self-catering | <input type="checkbox"/> Camping |
| <input type="checkbox"/> Other (please specify) | |

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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.

21. How much do you estimate you spent on you and others with you on the following?(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

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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.

22. What is your post code?

(This will be used for evaluation purposes only, to map audiences for our project)

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

(Please select one 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 | |

*** 24. How do you define your gender?**

- | | |
|--|---|
| <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) | |

* 25. 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:

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

- | | | |
|-------------------------------------|-----------------------------------|---|
| <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 |

* 27. **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

* 28. **How many people, including yourself, were in your group at 'WOW Hull'?**

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

29. **How many people from your group, including yourself, were from each of the following areas:**

(If you do not know. please leave blank)

Hull

East Riding

Elsewhere in the UK

Outside the UK

30. 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

35-44 years

45-54 years

55-64 years

65-74 years

75+ years

Prefer not to say

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AND FINALLY...

*** 31. 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

*** 32. Would you like to be entered into the free prize draw to win Hull 2017 official merchandise?**

Yes

No

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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:**