WELCOME

Many thanks for coming along to Our Mutual Friend 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 3 Sept.

YOUR EXPERIENCE

- * 1. What was your <u>main</u> reason for attending 'Our Mutual Friend'? (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
 - 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)

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
gave everyone the chance to share and celebrate together'		\bigcirc	\bigcirc	\bigcirc	0
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 Charles Dickens for the first time'	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc

'Our Mutual Friend...

8. On a scale of 0-10, where '0' you disagree or agree with the Please select <u>one</u> option only fo	followin	ig stat	temen					-	າow m	uch w	vould
	Strongly disagree 0	1	2	3	4	5	6	7	8	9	Strongly agree 10
It was an interesting idea	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc		\bigcirc	\bigcirc
It was well produced and presented	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
It was different from things I've experienced before	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
It was thought-provoking	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
It was absorbing and held my attention	\circ	\bigcirc									
I would come to something like this again	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
It is important that it's happening here (in Hull)	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
It has something to say about the world in which we live	\bigcirc	0	\bigcirc	\bigcirc	0	\bigcirc	0	0	0	\bigcirc	\bigcirc
It was well thought through and put together	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0		\bigcirc	0

4. Please share any further comments you have about 'Our Mutual Friend' below:

MARKETING OF 'OUR MUTUAL FRIEND

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

* 5. How d i	id you find out a	bout 'Our	Mutual	Friend'?
(Please ti	ck <u>all</u> that apply)			

Friends/family/colleagues - told me in person	
Friends/family colleagues – 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	
Radio	
Don't remember	
Other (please specify)	
Where applicable, please specify other organisation social media / website / other publicity source	

 * 6. In the last 12 months have you attended an event at Hull Truck Theatre?

O Yes

O No

O 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.

* 7. Do you live in Hull?

O Yes

O No

HULL RESIDENTS	3		
	, or are you planning to attend or t II UK City of Culture 2017?	ake part in other events and activities	
O Yes	No	O Not sure	

Mainly Party Not at all Our uring this visit to Hull, how many other arts and cultural events / activities have you attended or take part in; Other arts and cultural events / activities might include a visit to an art gallery or museum, attending at show at City Hall, attending an arts related lecture at the University of Hulls None	VISIT TO HULL		
at all due to the event? Mainly Partly Nor at all 10. During this visit to Hull, how many other arts and cultural events / activities have you attended or take 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? One One One Four or more Two Don't know 11. When you attended 'Our Mutual Friend' 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 1 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 (Our Mutual Friend) Other (please specify) 12. Had you been to Hull before coming to 'Our Mutual Friend'? No 13. Did you visit just for the day, or did you stay overnight when you attended 'Our Mutual Friend?			
10. During this visit to Hull, 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 11. When you attended 'Our Mutual Friend' 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 take on a study trip For general leisure purposes – shopping and eating out Because Hull is Uwr (ur Mutual Friend) Uther (please specify)	* 9. Was your visit to the at all due to the event?		nded 'Our Mutual Friend' mainly, partly or not
br 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 II. When you attended 'Our Mutual Friend' 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 (Our Mutual Friend) Other (please specify) II. Had you been to Hull before coming to 'Our Mutual Friend'? Yes No	Mainly	Partly	Not at all
One Four or more Two Don't know 11. When you attended 'Our Mutual Friend' 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 (Our Mutual Friend) Other (please specify) 12. Had you been to Hull before coming to 'Our Mutual Friend'? Yes No	or taken part in, or do y (Other arts and cultural e	you plan to attend or take part in events / activities might include a v	n? visit to an art gallery or museum, attending a
Two Don't know 11. When you attended 'Our Mutual Friend' 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 (Our Mutual Friend) Other (please specify) 12. Had you been to Hull before coming to 'Our Mutual Friend'? Yes	○ None	\bigcirc	Three
11. When you attended 'Our Mutual Friend' 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 (Our Mutual Friend) Other (please specify) L2. Had you been to Hull before coming to 'Our Mutual Friend'? Yes No	One	\bigcirc	Four or more
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 (Our Mutual Friend) Other (please specify) 12. Had you been to Hull before coming to 'Our Mutual Friend'? Yes No	🔵 Тwo	\bigcirc	Don't know
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 (Our Mutual Friend) Other (please specify) 12. Had you been to Hull before coming to 'Our Mutual Friend'? Yes No	(Please select <u>one</u> answ	er only)	he <u>main</u> purpose of your visit to Hull?
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 (Our Mutual Friend) Other (please specify) 12. Had you been to Hull before coming to 'Our Mutual Friend'? Yes No			
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 (Our Mutual Friend) Other (please specify) I.2. Had you been to Hull before coming to 'Our Mutual Friend'? Yes No		anage / culture generally	
I was on a study trip For general leisure purposes – shopping and eating out Because I work in Hull Just for this event (Our Mutual Friend) Other (please specify)		ngs or a conference although I normally v	vork outside Hull
Because I work in Hull Just for this event (Our Mutual Friend) Other (please specify) L2. Had you been to Hull before coming to 'Our Mutual Friend'? Yes No 13. Did you visit just for the day, or did you stay overnight when you attended 'Our Mutual Friend'?	0		
Just for this event (Our Mutual Friend) Other (please specify) 12. Had you been to Hull before coming to 'Our Mutual Friend'? Yes No 13. Did you visit just for the day, or did you stay overnight when you attended 'Our Mutual Friend'?	For general leisure purpo	ses – shopping and eating out	
Other (please specify) 12. Had you been to Hull before coming to 'Our Mutual Friend'? Yes No 13. Did you visit just for the day, or did you stay overnight when you attended 'Our Mutual Friend'?	Because I work in Hull		
12. Had you been to Hull before coming to 'Our Mutual Friend'? Yes No 13. Did you visit just for the day, or did you stay overnight when you attended 'Our Mutual Friend'?	Just for this event (Our M	lutual Friend)	
Yes No	Other (please specify)		
Yes No			
Yes No			
13. Did you visit just for the day, or did you stay overnight when you attended 'Our Mutual Friend'?	-	-	
	les	\bigcirc	
	13. Did you visit just fo	r the day, or did you stay overn	ight when you attended 'Our Mutual Friend'?
Just for the day Stayed overnight	Just for the day	\bigcirc	Stayed overnight

FREQUENCY OF VISITS TO HULL

 * 14. 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

- * 15. 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 VISITORS		
* 16. During your visit, at the time you attended 'Our Mutual the area and how many days?	Friend', how many nights did you stay in	
Number of nights:		
Number of days:		
17. Would you mind telling me us how much you spent pe visit? (please enter to the nearest £, or enter zero if applicable blank)		
* 18. What type of accommodation did you stay in? (Please tick all that apply)		
Bed and Breakfast	Static caravan	
Hotel		
Self-catering	Airbnb	
With Friends / Family		
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.

19. How much do you estimate you spent on you and others with you on the following during your visit (not including tickets for 'Our Mutual Friend')? (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

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.

20. 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)

* 21. Which of the following best describes your en (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	
* 22. 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)	

* 23. How would you des	cribe your ethnic background?					
(Please select <u>one</u> answ	er only)					
White: English/Welsh/Sc	ottish/Northern Irish/British					
White: Irish						
White: Gypsy or Irish Tra	White: Gypsy or Irish Traveller					
White: Polish						
White: Any other white b	White: Any other white background (write in box below if you wish)					
Mixed/multiple ethnic g	Mixed/multiple ethnic groups: White and Black Caribbean					
Mixed/multiple ethnic g	Mixed/multiple ethnic groups: White and Black African					
Mixed/multiple ethnic g	Mixed/multiple ethnic groups: White and Asian					
Mixed/multiple ethnic g	roups: Any other Mixed/multiple ethnic bac	ckground (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 belc	w if you wish)				
Black/African/Caribbea	Black/African/Caribbean/Black British: African					
Black/African/Caribbea	Black/African/Caribbean/Black British: Caribbean					
Black/African/Caribbea	n/Black British: Any other Black/African/C	aribbean background (write in box below if you wish)				
Other: Arab						
Other: Any other ethnic I	background (write in box below if you wish))				
Prefer not to say						
Please specify in this box	(if you wish:					
* 24. Which of the follow (Please select <u>one</u> answ	ing age groups do you fall into?					
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				
20-24 years	JU-54 years	Prefer hot to say				
* 25. Are your day-to-day	/ activities limited because of a h	ealth problem or disability which has lasted,				
or is expected to last, a	It least 12 months?					
Yes - limited a lot	∩ N	lo				
Yes - limited a little	O F	Prefer not to say				
1						

categories?	urself, how many people were there in the group in each of the followin	ig age
(If you do not kno	w. 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		
	۱۱	

AND FINALLY			
* 28. Would you be happy for Hull 2017, th	ne University of Hull or their official evaluators to contact		
you to take part in future research?			
Yes	Νο		
* 29. Would you like to be entered into the free prize draw to win Hull 2017 official merchandise?			
Yes	Νο		

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.

* 30. Name:

31. Email address:

32. Telephone number: