**QUESTION BANK FOR AUDIENCES**

**MANDATORY QUESTIONS**

All projects must ask the following questions in their audience survey.

**What is your post code (for evaluation purposes only):**

 **What is your age group?**

[ ]  0-2 years [ ]  25-29 years [ ]  60-64 years
[ ]  3-5 years [ ]  30-34 years [ ]  65-69 years
[ ]  6-10 years [ ]  35-39 years [ ]  70-74 years
[ ]  11-15 years [ ]  40-44 years [ ]  75+ years
[ ]  16-17 years [ ]  45-49 years [ ]  Prefer not to say
[ ]  18-19 years [ ]  50-54 years
[ ]  20-24 years [ ]  55-59 years

**How do you define your gender?**

[ ]  Male [ ]  Female [ ]  Transgender
[ ]  Gender non-conforming [ ]  Prefer not to say

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 [ ]  Yes – limited a little [ ]  No

[ ]  Prefer not to say

**What is your ethnic origin?**

**A. White**

[ ]  Welsh / English / Scottish / Northern Irish / British
[ ]  Irish
[ ]  Gypsy or Irish Traveller
[ ]  Any other White background *(Please specify):*

**B. Mixed / multiple ethnic groups**

[ ]  White and Black Caribbean
[ ]  White and Black African
[ ]  White and Asian
[ ]  Any other Mixed / multiple ethnic background *(Please specify):*

**C. Asian / Asian British**

[ ]  Indian
[ ]  Pakistani
[ ]  Bangladeshi
[ ]  Chinese
[ ]  Any other Asian background *(Please specify):*

**D. Black / African / Caribbean / Black British**

[ ]  African
[ ]  Caribbean
[ ]  Any other Black / African / Caribbean background *(Please specify):*

**E. Other ethnic group**

[ ]  Arab
[ ]  Any other ethnic group *(Please specify):*

In the last year, how often have you done the following?
(Please tick one box on each line)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Not in the last 12 months** | **Once** | **Twice** | **Three or more times** |
| Taken part in a creative, artistic, dance, theatrical or music activity or spent time doing a craft | [ ]   | [ ]   | [ ]   | [ ]   |
| Attended an event, performance, or festival involving creative, artistic, dance, theatrical or music activity | [ ]   | [ ]   | [ ]   | [ ]   |
| Attended a museum, gallery or other historic attraction | [ ]   | [ ]   | [ ]   | [ ]   |

In the last 12 months, have you taken part in any of the following activities? This could be attending as an audience member and/or actively taking part in the activity
(Please tick all that apply)

|  |  |  |
| --- | --- | --- |
|  | **Audience member** | **Taken part** |
| Ballet/Dance | [ ]   | [ ]   |
| Circus | [ ]   | [ ]   |
| Comedy | [ ]   | [ ]   |
| Festivals | [ ]   | [ ]   |
| Film | [ ]   | [ ]   |
| Heritage / local history events | [ ]   | [ ]   |
| Literature / Spoken Word / Poetry  | [ ]   | [ ]   |
| Museum / historical attraction | [ ]   | [ ]   |
| Music | [ ]   | [ ]   |
| Opera | [ ]   | [ ]   |
| Outdoor events | [ ]   | [ ]   |
| Theatre | [ ]   | [ ]   |
| Visual arts / crafts  | [ ]   | [ ]   |
| None of the above  | [ ]   | [ ]   |

How likely are you to recommend The Height of the Reeds to friends or family? (where 10 is the most likely to recommend and 0 is the least)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| [ ]   | [ ]   | [ ]   | [ ]   | [ ]   | [ ]   | [ ]   | [ ]   | [ ]   | [ ]   | [ ]   |

What were your main reasons for attending The Height of the Reeds? (Please select up to 3 only)
You can add in suggestions of your own, and take out of the list any motivations that are not relevant to your project.

[ ]  Because it's supported by 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 story/subject of the project

[ ]  Specific interest in the artist/performer/company involved (please specify)

[ ]  Role models have influenced me to get involved in the project

[ ]  Trying something new or different

[ ]  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/somebody else's idea

[ ]  Other (Where applicable please specify artist/performer/company involved, or other reason for attending):

How far would you agree with the following statements? The Height of the Reeds…
You can add in suggestions of your own, and take out of the list any statements that are not relevant to your project.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly disagree** | **Disagree** |  **Neither agree nor disagree** | **Agree** |  **Strongly agree** |
| Is an enjoyable experience | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| I felt welcomed by staff / volunteers | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Places the community at the centre | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Gives everyone the chance to share and celebrate experiences together | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Has shown me that there is more to Hull than I had expected | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Has encouraged me to attend more similar events in future | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Has made me want to take more risks when choosing what arts and culture I choose to see  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Has given me the opportunity to interact with other people who I wouldn’t have normally interacted with | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| Has made me think that getting involved in a project as a volunteer looks like fun | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |

**IF THE PROJECT EXPLORED / WAS INSPIRED BY HISTORY / HERITAGE PLEASE ALSO INCLUDE**

On a scale of 0-10, where ‘0’ is ‘Nothing at all’ and ‘10’ is ‘A lot’, how much have you learnt about the Humber Bridge as a result of attending The Height of the Reeds? (Heritage is about things like historic buildings and cultural traditions that have been passed down from previous generations).

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| [ ]   | [ ]   | [ ]   | [ ]   | [ ]   | [ ]   | [ ]   | [ ]   | [ ]   | [ ]   | [ ]   |

On a scale of 0-10, where ‘0’ is ‘Nothing at all’ and ‘10’ is ‘A lot’, how much have you learnt about Hull’s history as a result of attending The Height of the Reeds? (History is about past events connected with a person, thing or place).

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| [ ]   | [ ]   | [ ]   | [ ]   | [ ]   | [ ]   | [ ]   | [ ]   | [ ]   | [ ]   | [ ]   |

How much do you agree or disagree with the following statement: “Using art works to present the history and heritage of Hull makes the history and heritage…

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly disagree** | **Disagree** |  **Neither agree nor disagree** | **Agree** |  **Strongly agree** |
| …more interesting | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| …easier to understand | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |

**FOR VISITORS (NON-HULL RESIDENTS) ONLY**

Have you been to Hull before?

[ ]  Yes [ ]  No

Which of the following best describes you on the day you attended The Height of the Reeds?

[ ]  I am a day visitor to the area [ ]  I am staying overnight

As an overnight visitor to Hull, during your stay, how many nights did you stay in the city and how many days? (e.g. if you arrived on Saturday 2 July in the morning and stayed until the evening of Sunday 3 July you would enter '1' in the box beside Number of nights, and '2' in the box beside Number of days):

Nights: Days:

Would you mind saying how much you spent personally on accommodation in Hull 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)

Excluding any ticket price, would you mind saying how much you spent personally on the day you attended The Height of the Reeds as part of your visit? (please enter to the nearest £, or enter zero as applicable - if respondent doesn't know or prefers not to answer please leave the box blank)

To what extent is your visit to Hull motivated by this event?

[ ]  Mainly [ ]  Partly [ ]  Not at all

**NON-MANDATORY QUESTIONS**

**QUESTIONS TO PROFILE YOUR AUDIENCE**

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

[ ]  Hearing impairment [ ]  Visual impairment
[ ]  Speech impairment [ ]  Mobility impairment
[ ]  Physical co-ordination difficulties [ ]  Reduced physical capacity
[ ]  Severe disfigurement [ ]  Learning difficulties (e.g. dyslexic)
[ ]  Mental ill health [ ]  Progressive conditions
[ ]  Other

(P*lease specify if you wish):*

Please let us know in the box below how we could improve the access provisions offered:

**QUESTIONS LINKED TO MEASURING EFFECTIVENESS OF MARKETING & COMMUNICATIONS**

How did you find out about The Height of the Reeds?
*(Please select all that apply)*

[ ]  Friends/family/colleagues told me

[ ]  social media/email from friends/family/colleagues

[ ]  https://www.hull2017.co.uk

[ ]  [INSERT YOUR SOCIAL MEDIA PAGES]

[ ]  Other organisations’ website (please specify)

[ ]  Other organisations’ social media (please specify)

[ ]  Billboards

[ ]  Bus stop posters

[ ]  The Height of the Reeds leaflet / flyer through door

[ ]  The Height of the Reeds leaflet / flyer I picked up

[ ]  Newspaper

[ ]  TV

[ ]  Radio

[ ]  Other (where applicable, please specify other organisation social media/website/other publicity source):

**QUESTIONS LINKED TO MEASURING AUDIENCE SATISFACTION & RESPONSE TO THE PROJECT**

Please give The Height of the Reeds a score out of 10 (where 10 is the top score and 0 the lowest) for the following statements.

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **0** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| It was an interesting idea | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| It was well produced and presented | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| It was different from things I’ve experienced before | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| It was thought-provoking | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| It was absorbing and held my attention | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| I would come to something like this again | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| It is important that it's happening in Hull | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| It has something to say about the world in which we live | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
| It was well thought through and put together | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |

Since attending The Height of the Reeds, have you been inspired to get more involved in new projects and activities?

[ ]  Yes [ ]  No [ ]  Don’t know

Please rate your level of enjoyment of the event:

[ ]  I enjoyed it very much

[ ]  I enjoyed it

[ ]  I didn’t enjoy it

[ ]  I really didn’t enjoy it

**QUESTIONS LINKED TO MEASURING AUDIENCE EXPERIENCE OF HERITAGE**

* Heritage - this means valued objects and qualities such as historic buildings and cultural traditions that have been passed down or preserved from previous generations
* History – this means past events connected with a particular person or thing

How far would you agree with the following statements? The Height of the Reeds…

You can add in suggestions of your own and take out of the list any statements that are not relevant to your project. This section focuses on the history and heritage included in your project,

As a result of attending The Height of the Reeds, has your knowledge of The Humber Bridge:

[ ]  Increased a lot

[ ]  Increased a little

[ ]  Stayed the same

**QUESTIONS LINKED TO VISITORS**

Where do you live? (select one)

[ ]  Hull [ ]  East Riding

[ ]  Elsewhere in the UK [ ]  Outside the UK

What was the main purpose of your visit to Hull when you attended The Height of the Reeds? (select one)

[ ]  I'm here to take in some arts / heritage / culture

[ ]  Visiting friend / family

[ ]  I'm here to attend business meetings / a conference

[ ]  I'm on a study trip

[ ]  Here for general leisure purposes - shopping and eating out

[ ]  Other (please specify):