**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):