

WELCOME

Many thanks for coming along to Where Are We Now.

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 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.

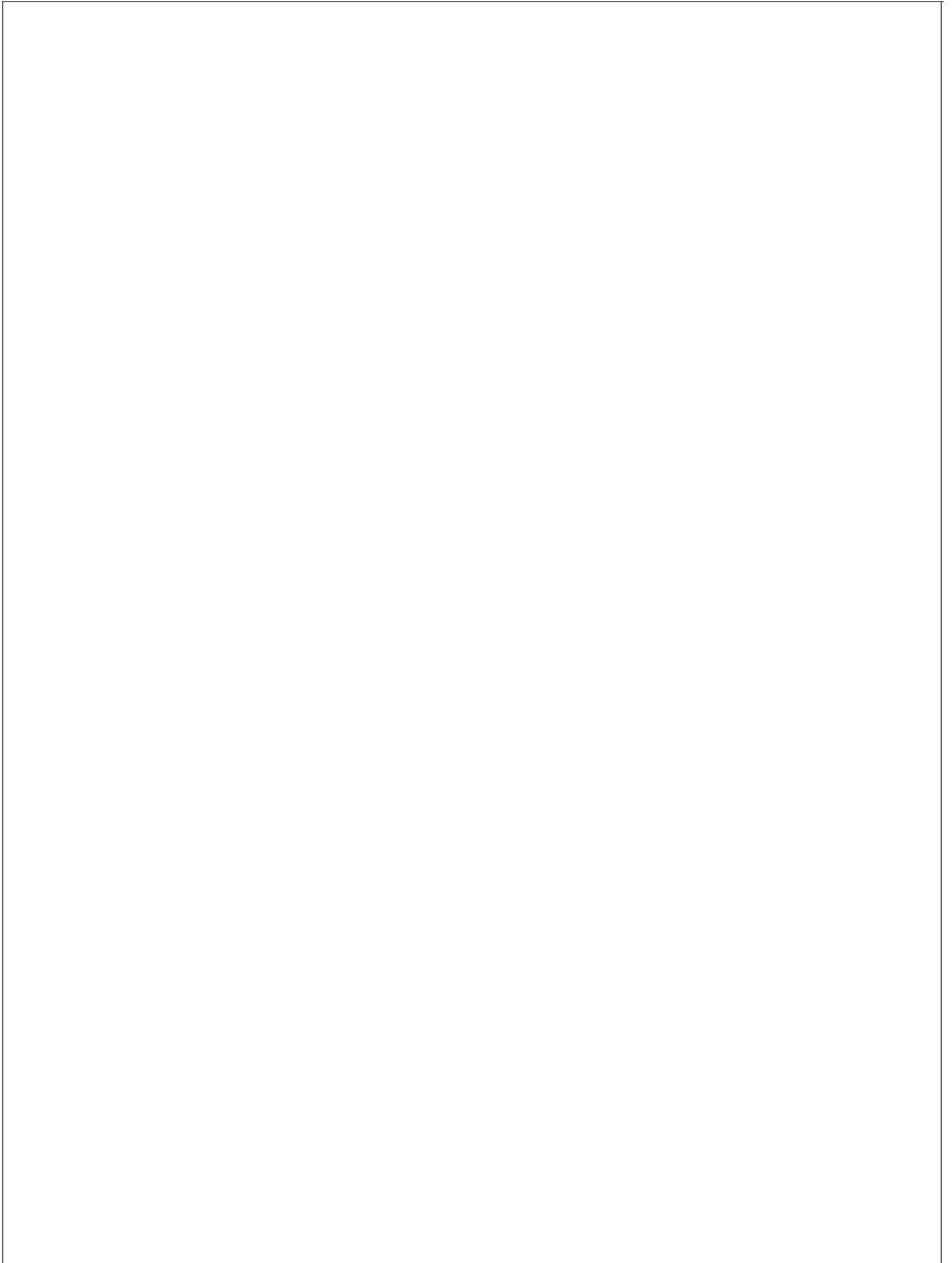
Please complete the questionnaire by 11pm (GMT) on Sunday 18th June.

WHICH EVENTS DID YOU ATTEND?

1. Which of the following events, from the 'Where Are We Now' programme, did you know attend?

(Please tick all that apply)

- I AM NOT YOUR NEGRO (Hull Truck)**
Tuesday 16 May
- WHERE TO INVADE NEXT (Kardomah 94)**
Sunday 21 May
- CHEMSEX (Kardomah 94)**
Saturday 27 May
- WHERE ARE WE NOW? #1 (Hull City Hall)**
Friday 2 June
- WHERE ARE WE NOW? #2 (The Welly)**
Saturday 3 June
- MOMUS ON DAVID BOWIE (Kardomah 94)**
Friday 2 June
- JAMIE REID WALL COLLAGE (Humber Street Gallery)**
Friday 2 June - Sunday 4 June
- GAL-DEM BEDROOM: WHAT'S IN A SAFE SPACE? (Fruit)**
Friday 2 June
- A LOVE FROM OUTER SPACE (Fruit)**
Friday 2 June
- RODNEY P PRESENTS ... THE HIP-HOP WORLD NEWS (Hull International Photography Gallery)**
Saturday 3 June
- HIP-HOP WORKSHOPS (Creative and Cultural Studio 3 / Princes Quay)**
Saturday 3 June
- HIP-HOP JAM (Stage @ The Dock)**
Saturday 3 June
- I AM BELFAST (Vue Cinema, Princes Quay)**
Saturday 3 June
- THE BILL DRUMMOND LECTURE (Kardomah 94)**
Sunday 4 June
- SABRINA MAHFOUZ ON POETRY AND THE SEX INDUSTRY (Kardomah 94)**
Sunday 4 June
- CAUGHT BY THE RIVER REVUE – 10 YEARS OF CAUGHT BY THE RIVER (Kardomah 94)**
Sunday 4 June
- YOU'VE BEEN TRUMPED TOO (Kardomah 94)**
Sunday 4 June
- WHERE ARE WE NOW? CLOSING PARTY (The New Adelphi Club)**
Sunday 4 June



YOUR EXPERIENCE

2. Why did you choose to attend the specific events you did, from the 'Where Are We Now' programme of events?

*** 3. What was your main reason for attending 'Where Are We Now'?**

(Please select one answer only)

- Because it's part of Hull UK City of Culture 2017
- Because I'm a regular attender of Neu Reekie events
- 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
- 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 the area anyway
- Please specify artists of interest OR other motivation below:

* 6. On a scale of 1-10, how much would you agree or disagree with the following statements about the event you attended?

	1 - Strongly Disagree	2	3	4	5	6	7	8	9	10 - Strongly Agree
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"/>
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"/>
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"/>
It's 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"/>
I would recommend this event to friends/family	<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 attend an event like this in Hull 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"/>
Overall, this experience was a good one	<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. Please share any further comments you have about 'Where Are We Now' below:

MARKETING

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

* 8. How did you find out about 'Where Are We Now'?

(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

*** 9. In the last 12 months have you attended an arts and cultural event at any of the venues used during 'Where Are We Now'?**

(Please tick all that apply)

- Hull City Hall
- The Welly
- Kardomah 94
- Fruit
- The New Adelphi Club
- Princes Quay
- Stage @ The Dock
- Humber Street Gallery
- I've not attended any of these venues in the last 12 months

10. When was the last time you attended a screening or other cinematic event in Hull?

This is my first time

Past month

Past 6 months

Past year

Over a year

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.

* 11. Do you live in Hull?

Yes

No

HULL RESIDENTS

* 12. Have you been to, or 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

VISIT TO HULL

* 13. Was your visit to the City Centre on the day you attended 'Where Are We Now' mainly, partly or not at all due to the event?

Mainly

Partly

Not at all

* 14. 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

* 15. When you attended 'Where Are We Now' 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

Other (please specify)

* 16. Had you been to Hull before coming to 'Where Are We Now'?

Yes

No

FREQUENCY OF VISITS TO HULL

* 17. **On average, over the course of a year, how frequently do you visit Hull?**

- 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

LENGTH OF VISIT

* 20. **Did you visit just for the day, or did you stay overnight when you attended 'Where Are We Now'?**

Just for the day

Stayed overnight

OVERNIGHT VISITORS

* 21. **During your visit, at the time you attended 'Where Are We Now', how many nights did you stay in the area and how many days?**

Number of nights:

Number of days:

22. **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)

* 23. **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) | |

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.

24. How much do you estimate you spent on you and others with you on the following during your visit (not including tickets for 'Where Are We Now'? (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

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.

25. 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)

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

(Please select **one** answer 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 | |

* 27. How do you define your gender?

(Please select **one** answer only)

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

* 28. How would you describe your ethnic background?

(Please select **one** answer only)

- 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)
- Prefer not to say**
- Please specify in this box if you wish:

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

(Please select **one** answer only)

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

* 30. 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?

- | | |
|--|---|
| <input type="radio"/> Yes - limited a lot | <input type="radio"/> No |
| <input type="radio"/> Yes - limited a little | <input type="radio"/> Prefer not to say |

31. What is your employment status?

- Employed (full-time/part-time/self-employed)
- Retired
- Unemployed
- Other
- Full-time Student
- Prefer not to say

32. What is your sexual orientation?

- Bisexual
- Gay man
- Gay woman/Lesbian
- Heterosexual/Straight
- Other
- Prefer not to say

* 33. How many people, including yourself, were in your group at 'Where Are We Now'?

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

34. 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

35-39 years

40-44 years

45-49 years

50-54 years

55-59 years

60-64 years

65-69 years

70-74 years

75+ years

Prefer not to say

AND FINALLY...

* 35. **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

* 36. **Would you like to opt in to receive information via email from Hull 2017 about upcoming events?**

Yes

No

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

Yes

No

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.

*** 38. Name:**

39. Email address:

40. Telephone number: