## **WELCOME**

Many thanks for coming along to The Suitcase 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 24 Sept.

| OUR EXPERIENCE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                   |                          |                                            |            |                   |
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| <b>What was your <u>main</u> reason for attendin</b><br>Please select one answer only)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | g 'The Suit                       | tcase'?                  |                                            |            |                   |
| Because it's part of Hull UK City of Culture 2017                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                   |                          |                                            |            |                   |
| Because I'm a regular attender of Hull Truck Theat                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | re                                |                          |                                            |            |                   |
| 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 (plea                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | ase specify wl                    | hich artists belo        | w)                                         |            |                   |
| 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 porticular reason / company classe idea                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                   |                          |                                            |            |                   |
| No particular reason / someone else's idea                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                   |                          |                                            |            |                   |
| I was in town anyway                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                   |                          |                                            |            |                   |
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| I was in town anyway                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | th the follo                      | owing staten<br>Disagree | nents?<br>Neither<br>disagree nor<br>agree | Agree      | Strongly<br>agree |
| I was in town anyway  Please specify artists of interest OR other motivation  Please s | th the follo<br>nent)<br>Strongly |                          | Neither<br>disagree nor                    | Agree      | • •               |
| I was in town anyway  Please specify artists of interest OR other motivation  How far would you disagree or agree with the select one option only for each stater.  The Suitcase gave everyone the chance to share and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | th the follo<br>nent)<br>Strongly |                          | Neither<br>disagree nor                    | Agree      | • •               |
| Please specify artists of interest OR other motivation.  How far would you disagree or agree with Please select one option only for each stater.  The Suitcase gave everyone the chance to share and celebrate together'                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | th the follo<br>nent)<br>Strongly |                          | Neither<br>disagree nor                    | Agree O    | • •               |
| Please specify artists of interest OR other motivation.  Please specify artists of interest OR other motivation.  How far would you disagree or agree with Please select one option only for each stater.  The Suitcase gave everyone the chance to share and celebrate together' was an enjoyable experience' made me feel more connected with the stories of                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | th the follo<br>nent)<br>Strongly |                          | Neither<br>disagree nor                    | Agree      | • •               |
| Please specify artists of interest OR other motivation.  How far would you disagree or agree with Please select one option only for each stater.  The Suitcase gave everyone the chance to share and celebrate together' was an enjoyable experience' made me feel more connected with the stories of Hull and its people' showed me that there is more to Hull than I had                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | th the follo<br>nent)<br>Strongly |                          | Neither<br>disagree nor                    | Agree  O O | • •               |

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| On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about of following as a result of attending 'The Suitcase'? I'here you didn't attend events that explored these issues, please select N/A)  Nothing At all A lot 0 1 2 3 4 5 6 7 8 9 10 partheid in South Africa  What new elements of the history of Apartheid have you learnt as a result of attending 'The Suitcase' have you, or do you plan to do, any of the following?  Undertake your own research into apartheid in South Africa                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | ond in which we live                                                                                                                                                                                                                                                       |                           |                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                       |              |            |            |   |               |            |                         |
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| Please share any further co | mments you have about 'The | e Suitcase' below: |  |
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| MARKETING OF 'THE                                                    | CLUTCACEL                                 |                                             |
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|                                                                      | SUITCASE                                  |                                             |
| The following questions with you about the even                      |                                           | stand how effective our communications were |
| 8. <b>How did you find out</b> a (Please tick <u>all</u> that apply) |                                           |                                             |
| Friends/family/colleagues -                                          | - told me in person                       |                                             |
| Friends/family colleagues -                                          | – via social media / email                |                                             |
| Hull 2017 Volunteer - told r                                         | me in person or via social media / ema    | ail                                         |
| www.hulltruck.co.uk                                                  |                                           |                                             |
| www.hull2017.co.uk                                                   |                                           |                                             |
| Other website (please spec                                           | cify)                                     |                                             |
| Hull Truck Theatre Facebo                                            | ook / Twitter / Instagram / Youtube / Fli | ckr / Linkedin / e-newsletter               |
| Hull 2017 Facebook / Twitt                                           | ter / Instagram / Youtube / Flickr / e-ne | wsletter                                    |
| Other organisation Facebo                                            | ook / Twitter / Instagram / YouTube / Fl  | ickr (please specify)                       |
| Advertising and printed pro                                          | omotional material (e.g. brochure, leafl  | let, flyer, billboard, poster)              |
| Newspaper                                                            |                                           |                                             |
| TV                                                                   |                                           |                                             |
| Radio                                                                |                                           |                                             |
| Don't remember                                                       |                                           |                                             |
|                                                                      |                                           |                                             |
| Other (please specify)                                               |                                           |                                             |
|                                                                      | fy other organisation social media / we   | ebsite / other publicity source             |
|                                                                      | fy other organisation social media / we   | ebsite / other publicity source             |
| Where applicable, please specif                                      |                                           |                                             |
| Where applicable, please specif                                      | have you attended an event a              | at Hull Truck Theatre?                      |
| Where applicable, please specif                                      |                                           |                                             |
| Where applicable, please specif  9. In the last 12 months            | have you attended an event a              | at Hull Truck Theatre?                      |
| Where applicable, please specif  9. In the last 12 months            | have you attended an event a              | at Hull Truck Theatre?                      |
| Where applicable, please specif  9. In the last 12 months            | have you attended an event a              | at Hull Truck Theatre?                      |
| Where applicable, please specif  9. In the last 12 months            | have you attended an event a              | at Hull Truck Theatre?                      |
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| Where applicable, please specif                                      | have you attended an event a              | at Hull Truck Theatre?                      |
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| Where applicable, please specif                                      | have you attended an event a              | at Hull Truck Theatre?                      |
| Where applicable, please specif                                      | have you attended an event a              | at Hull Truck Theatre?                      |
| Where applicable, please specif                                      | have you attended an event a              | at Hull Truck Theatre?                      |
| Where applicable, please specif  9. In the last 12 months            | have you attended an event a              | at Hull Truck Theatre?                      |

| WHERE ARE YOU FROM?                                                                                              |      |
|------------------------------------------------------------------------------------------------------------------|------|
| The following questions help us understand when what attracted you to Hull, how satisfied you are upon the city. |      |
| * 10. Do you live in Hull?                                                                                       |      |
| Yes                                                                                                              | ○ No |
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| HULL RESIDENTS                                                  |    |                                             |  |
|-----------------------------------------------------------------|----|---------------------------------------------|--|
|                                                                 |    |                                             |  |
| * 11. Have you been to, or are y<br>programmed for Hull UK City |    | or take part in other events and activities |  |
| Yes                                                             | No | O Not sure                                  |  |
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| ,   | /ISIT TO HULL                           |                                                 |                                                    |  |
|-----|-----------------------------------------|-------------------------------------------------|----------------------------------------------------|--|
|     |                                         |                                                 |                                                    |  |
|     | .2. Was your visit to the City Ce       | ntre on the day you                             | u attended 'The Suitcase' mainly, partly or not at |  |
| (   | Mainly                                  | Partly                                          | Not at all                                         |  |
| •   | or taken part in, or do you plan t      | to attend or take pa<br>ctivities might include | e a visit to an art gallery or museum, attending a |  |
| (   | None                                    | (                                               | Three                                              |  |
| (   | One                                     | (                                               | Four or more                                       |  |
| (   | Two                                     | (                                               | Onn't know                                         |  |
|     | Please select <u>one</u> answer only)   |                                                 | e <u>main</u> purpose of your visit to Hull?       |  |
| (   | Because Hull is UK City of Culture 20   | 017                                             |                                                    |  |
| (   | To take in some arts / heritage / cultu | re generally                                    |                                                    |  |
| (   | To visit family / friends               |                                                 |                                                    |  |
| (   | To attend business meetings or a cor    | nference although I norma                       | ally work outside Hull                             |  |
| (   | I was on a study trip                   |                                                 |                                                    |  |
| (   | For general leisure purposes – shopp    | oing and eating out                             |                                                    |  |
| (   | Because I work in Hull                  |                                                 |                                                    |  |
| (   | Just for this event (The Suitcase)      |                                                 |                                                    |  |
| (   | Other (please specify)                  |                                                 |                                                    |  |
|     |                                         |                                                 |                                                    |  |
| * : | 15. Had you been to Hull before         | coming to 'The Sui                              | itcase'?                                           |  |
| (   | Yes                                     | (                                               | ○ No                                               |  |
|     |                                         |                                                 |                                                    |  |
| * : | _                                       | or did you stay ov                              | vernight when you attended 'The Suitcase'?         |  |
| (   | Just for the day                        | (                                               | Stayed overnight                                   |  |
|     |                                         |                                                 |                                                    |  |
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| 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                                          |   |
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| INTENTIONS TO RETURN                                                                                                  |
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|                                                                                                                       |
| $^{\star}$ 18. Based on your experience during this visit, how frequently do you think you will visit Hull in future? |
| 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                                                                                 |
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| VERNIGHT VISITORS                     |                                                                                                                                                                  |     |
|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
|                                       |                                                                                                                                                                  |     |
|                                       | ended 'The Suitcase', how many nights did you stay in the                                                                                                        |     |
| area and how many days?               |                                                                                                                                                                  |     |
| lumber of days:                       |                                                                                                                                                                  |     |
| amber or days.                        |                                                                                                                                                                  |     |
|                                       | nuch you spent personally on accommodation in Hull overall as part of you<br>ter zero if applicable - if you don't know or prefer not to answer please leave the |     |
| plank)                                | ter zero ii applicable - ii you don't know or prefer not to answer please leave the                                                                              | DOX |
|                                       |                                                                                                                                                                  |     |
| 1. What type of accommodation did you | u etavin?                                                                                                                                                        |     |
| Please tick all that apply)           | u stay iii:                                                                                                                                                      |     |
| Bed and Breakfast                     | Static caravan                                                                                                                                                   |     |
| Guest House                           | Touring caravan                                                                                                                                                  |     |
| Hotel                                 | Camping                                                                                                                                                          |     |
| Self-catering                         | Airbnb                                                                                                                                                           |     |
| With Friends / Family                 |                                                                                                                                                                  |     |
| Other (please specify)                |                                                                                                                                                                  |     |
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| WHAT YOU SPENT                                                                                                                                                                                                                                                                                 |  |
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| 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.                                   |  |
| 22. How much do you estimate you spent on you and others with you on the following during you in the following during you including tickets for 'The Suitcase')? (please enter to the nearest £, or enter zero as apport 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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| 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.  23. 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)  24. Which of the following best describes your employment status?  (Please select one answer only)  Employed / working full or part time  Unable to work  Self-employed  Retired  Unemployed  On a government scheme for employment training  Prefer not to say  Looking after family / home | Self-employed Retired  Unemployed Student  On a government scheme for employment training Prefer not to say  Looking after family / home  25. How do you define your gender? (Please select one answer only)  Male Gender non-conforming  Female Prefer not to say  Transgender                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 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 inked to any individual.  23. 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)  24. Which of the following best describes your employment status?  Please select one answer only)  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  25. How do you define your gender?  Please select one answer only)  Male / Gender non-conforming  Female / Prefer not to say  Transgender |                                                                                                                                                                           |                                                                                                                                           |
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| 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.  23. 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)  24. Which of the following best describes your employment status?  (Please select one answer only)  Employed / working full or part time                                                                                                                                                                                                                                                    | 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.  23. 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)  24. Which of the following best describes your employment status?  (Please select one answer only)  Employed / working full or part time  Unable to work  Self-employed  Unemployed  Student  On a government scheme for employment training  Prefer not to say  Looking after family / home  25. How do you define your gender?  (Please select one answer only)  Male  Gender non-conforming  Female  Prefer not to say  Transgender | 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 inked to any individual.  23. 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)  24. Which of the following best describes your employment status?  Please select one answer only)  Employed / working full or part time  Unable to work  Self-employed  Retired  Unemployed  On a government scheme for employment training  Prefer not to say  Looking after family / home  25. How do you define your gender?  Please select one answer only)  Male  Gender non-conforming  Female  Prefer not to say  Transgender                                                                                                                | ABOUT YOU & YOUR GROUP                                                                                                                                                    |                                                                                                                                           |
| Please select one answer only)  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  5. How do you define your gender?  Please select one answer only)  Male Gender non-conforming  Female Prefer not to say  Transgender                                                                                                                                                                                                                                                                                                                                                                                                                                 | Please select one answer only)  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  5. How do you define your gender?  Please select one answer only)  Male Gender non-conforming  Female Prefer not to say  Transgender                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Please select one answer only)  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  5. How do you define your gender?  Please select one answer only)  Male Gender non-conforming  Female Prefer not to say  Transgender                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | ffective we are in reaching a broad and divershis information will be treated sensitively. It wonked to any individual.  3. What is your post code? (if you live outside) | se number of people. Please be assured that vill remain completely anonymous and will not be e the UK, please enter country of residence) |
| Self-employed                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Self-employed                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Self-employed                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                           | r employment status?                                                                                                                      |
| Unemployed Student  On a government scheme for employment training Prefer not to say  Looking after family / home  25. How do you define your gender? (Please select one answer only)  Male Gender non-conforming  Female Prefer not to say  Transgender                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Unemployed  On a government scheme for employment training  Looking after family / home  25. How do you define your gender? (Please select one answer only)  Male  Gender non-conforming  Female  Prefer not to say  Transgender                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Unemployed  On a government scheme for employment training  Looking after family / home  25. How do you define your gender? (Please select one answer only)  Male  Gender non-conforming  Female  Prefer not to say  Transgender                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Employed / working full or part time                                                                                                                                      | Unable to work                                                                                                                            |
| On a government scheme for employment training  Looking after family / home  25. How do you define your gender?  Please select one answer only)  Male  Gender non-conforming  Female  Prefer not to say  Transgender                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | On a government scheme for employment training  Looking after family / home  25. How do you define your gender?  Please select one answer only)  Male  Gender non-conforming  Female  Prefer not to say  Transgender                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | On a government scheme for employment training  Looking after family / home  25. How do you define your gender?  Please select one answer only)  Male  Gender non-conforming  Female  Prefer not to say  Transgender                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Self-employed                                                                                                                                                             | Retired                                                                                                                                   |
| Looking after family / home  25. How do you define your gender?  Please select one answer only)  Male  Gender non-conforming  Female  Prefer not to say  Transgender                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Looking after family / home  25. How do you define your gender?  Please select one answer only)  Male  Gender non-conforming  Female  Prefer not to say  Transgender                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Looking after family / home  25. How do you define your gender?  Please select one answer only)  Male  Gender non-conforming  Female  Prefer not to say  Transgender                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Unemployed                                                                                                                                                                | Student                                                                                                                                   |
| 25. How do you define your gender?  Please select one answer only)  Male  Gender non-conforming  Female  Prefer not to say  Transgender                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 25. How do you define your gender?  Please select one answer only)  Male  Gender non-conforming  Female  Prefer not to say  Transgender                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 25. How do you define your gender?  Please select one answer only)  Male  Gender non-conforming  Female  Prefer not to say  Transgender                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | On a government scheme for employment training                                                                                                                            | Prefer not to say                                                                                                                         |
| Please select one answer only)  Male Gender non-conforming Prefer not to say  Transgender                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Please select one answer only)  Male Gender non-conforming Prefer not to say  Transgender                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Please select one answer only)  Male Gender non-conforming Prefer not to say  Transgender                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Looking after family / home                                                                                                                                               |                                                                                                                                           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Transgender                                                                                                                                                               | Prefer not to say                                                                                                                         |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                           |                                                                                                                                           |
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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                           |                                                                                                                                           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                           |                                                                                                                                           |
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|            | How would you describe you ease select one answer only)             | ır ethnic background        | d?                 |                                     |  |  |
|------------|---------------------------------------------------------------------|-----------------------------|--------------------|-------------------------------------|--|--|
|            | White: English/Welsh/Scottish/Northern Irish/British                |                             |                    |                                     |  |  |
|            | White: Irish                                                        |                             |                    |                                     |  |  |
|            | White: Gypsy or Irish Traveller                                     |                             |                    |                                     |  |  |
|            | White: Polish                                                       |                             |                    |                                     |  |  |
|            | White: Any other white background (                                 |                             |                    |                                     |  |  |
|            | Mixed/multiple ethnic groups: White                                 |                             |                    |                                     |  |  |
| 0          | Mixed/multiple ethnic groups: White                                 |                             |                    |                                     |  |  |
|            | Mixed/multiple ethnic groups: White                                 | te and Asian                |                    |                                     |  |  |
|            | Mixed/multiple ethnic groups: Any                                   | other Mixed/multiple ethnic | c background (writ | e 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 Asia                                 |                             |                    |                                     |  |  |
|            | Black/African/Caribbean/Black Brit                                  |                             |                    |                                     |  |  |
|            | Black/African/Caribbean/Black Brit                                  |                             |                    |                                     |  |  |
| $\bigcirc$ | Black/African/Caribbean/Black Brit                                  |                             |                    |                                     |  |  |
|            | Other: Arab                                                         |                             |                    |                                     |  |  |
| $\bigcirc$ | Other: Any other ethnic background (write in box below if you wish) |                             |                    |                                     |  |  |
|            | Prefer not to say                                                   |                             |                    |                                     |  |  |
| $\bigcirc$ | Please specify in this box if you wish:                             |                             |                    |                                     |  |  |
|            |                                                                     |                             |                    |                                     |  |  |
|            |                                                                     |                             | _                  |                                     |  |  |
|            | Which of the following age gease select one answer only)            | roups do you fall int       | to?                |                                     |  |  |
|            | Under 6 years                                                       | 25-29 years                 |                    | 55-59 years                         |  |  |
| $\bigcirc$ | 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                   |  |  |
|            | Are your day-to-day activitie<br>is expected to last, at least 12   |                             | f a health prob    | lem or disability which has lasted, |  |  |
|            | Yes - limited a lot                                                 |                             | No                 |                                     |  |  |
|            | Yes - limited a little                                              |                             | Prefer not to sa   | ay                                  |  |  |
|            |                                                                     |                             |                    |                                     |  |  |
|            |                                                                     |                             |                    |                                     |  |  |

| 30. Including you<br>categories? | rself, how many people were there in the group in each | of the following age |
|----------------------------------|--------------------------------------------------------|----------------------|
|                                  | . please leave blank)                                  |                      |
| 0-2 years                        |                                                        |                      |
| 3-5 years                        |                                                        |                      |
| 6-10 years                       |                                                        |                      |
| 11-15 years                      |                                                        |                      |
| L6-17 years                      |                                                        |                      |
| L8-19 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                |                                                        |                      |
| Total not to day                 |                                                        |                      |
|                                  |                                                        |                      |
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| AND FINALLY                                                                                                                                 |                                             |              |  |  |  |  |
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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                                        |              |  |  |  |  |
| * 22 Would you like to be entered into the                                                                                                  | o froe prize draw to win Hull 2017 official | morchandica? |  |  |  |  |
| * 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, evaluators to contact you to take part in future research and in the free prize draw. In order for us to be able to do this, plewith an email address and / or telephone number. We will not purposes than those you opt into. | l or that you would like to be entered ease provide your name below, along |
| 33. <b>Name:</b>                                                                                                                                                                                                                                                                            |                                                                            |
|                                                                                                                                                                                                                                                                                             |                                                                            |
|                                                                                                                                                                                                                                                                                             | _                                                                          |
| 34. Email address:                                                                                                                                                                                                                                                                          |                                                                            |
|                                                                                                                                                                                                                                                                                             |                                                                            |
| 35. <b>Telephone number:</b>                                                                                                                                                                                                                                                                |                                                                            |
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