Appendix 5: Audience survey

* 1. Methodology and Sample

The ‘Back to Ours’ audience survey was completed by a total of 77 respondents.

45% of respondents completed the survey face-to-face with a trained Hull 2017 volunteer immediately after watching a performance. The remaining 55% completed the survey via an online link which was emailed to all those who had bought a ticket for a ‘Back to Ours’ show.

For the full template of the audience survey, see Appendix 5A.

* 1. Key Findings
* 58% of respondents considered themselves to be local to the ‘Back to Ours’ venue they visited.
* 70% of respondents lived in Hull, 29% in the East Riding and 1% outside of the UK.
* Average group size was three and the most common group size was two, with 38% of respondents attending as a pair.
* 85% agreed or strongly agreed that ‘Back to Ours’ gave everyone the opportunity to celebrate together.
* 71% selected ‘Because it’s part of Hull UK City of Culture 2017’ as one of the main reasons for attending ‘Back to Ours’.
* 38% found out about the festival through friends and family.
* 65% of respondents found out about ‘Back to Ours’ through the Internet – either through Hull 2017 channels (website/social media) or otherwise.
* 97% of respondents agreed or strongly agreed that ‘Back to Ours’ was an enjoyable experience.
* 91% agreed or strongly agreed with the statement ‘I felt welcomed by staff’ and 94% agreed or strongly agreed with the statement ‘I felt welcomed by Hull 2017 volunteers’.
* The vast majority of respondents (95%) said that they would recommend ‘Back to Ours’ to friends and family (classed as a score of 8-10 on a 0-10 scale).
* 10% of the respondents are classed as ‘low engagers’ (participated in or attended 3 or less arts and cultural events in the last 12 months).
  1. Demographics
* 30% of the survey respondents were male and 70% were female.
* 87% of the audience were aged 35 or over.
* 99% were White British and 1% was from another White background.
* 9% have a disability that limits their everyday activity.

Figure 5: Respondent Age (Base: 77)

* + 1. Locality

58% of survey respondents considered themselves to be local to the ‘Back to Ours’ venue they visited. Of those who didn’t consider themselves local, 59% came from elsewhere in Hull and 41% travelled from outside of Hull.

76 out of the 77 respondents shared their postcode data. Of these respondents, 70% lived in Hull, 29% in the East Riding and 1% outside of the UK (this respondent was a performer in one of the shows and had bought a ticket to see another ‘Back to Ours’ performance).

For those who didn’t consider themselves to be local to the ‘Back to Ours’ venue, 78% had been to that part of Hull before and for 19%, it was their first visit (3% didn’t remember if they had visited the area before).

* + 1. Group Size

Average group size was three and the most common group size was two, with 38% of respondents attending ‘Back to Ours’ as a pair.

54% of respondents attended the show in a group of three or more and 34% of groups had a child (under the age of 16) with them.

All but two of the groups with children in (26 in 28, or 93%) were made up of three or more people, indicating that ‘Back to Ours’ reached a family audience.

* 1. Reasons for Attending

When respondents were asked to select up to three main reasons for attending ‘Back to Ours’, 71% selected ‘Because it’s part of Hull UK City of Culture 2017’, indicating that the city’s status was a big draw.

Figure 6: Top 4 reasons for attending

The top four reasons for attending as shown in Figure 6, suggest that the audience was keen to get involved in something they considered to be new and unique. This implies that ‘Back to Ours’ has been successful in encouraging a certain level of risk taking, in that the audience is keen to try something different.

Another popular response was the fact that the event was affordable and good value (29%) and a specific interest in the artists involved (29%). This suggests that the low ticket prices were effective in removing financial barriers to attend, and that the programme was appealing.

* 1. Marketing

Over half of respondents said that they had heard about ‘Back to Ours’ through the Hull 2017 website (52%) and 21% found out through Hull 2017 official social media channels.

Online channels were an important source overall, with 65% of respondents finding out about ‘Back to Ours’ through the Internet, whether that’s through social media or websites (Hull 2017 or otherwise).

38% found out about the festival through friends and family, either in person or through their own social media or email - or both, indicating that word of mouth was a popular source of information about ‘Back to Ours’.

30% of respondents found out about ‘Back to Ours’ through printed promotional material, such as leaflets, brochures and posters.

Figure 7: How did you find out about ‘Back to Ours’? (Base: 77)

* 1. Statements about ‘Back to Ours’

The survey asked respondents to what extent they agreed or disagreed with a series of statements about ‘Back to Ours’.

Figure 8 shows that respondents were most likely to strongly agree with the statement ‘‘Back to Ours’ was an enjoyable experience’ with almost ¾ of responses (74%). With the addition of ‘agree’ responses, this indicates that 97% of respondents enjoyed their experience of ‘Back to Ours’.

85% agreed or strongly agreed that ‘Back to Ours’ gave everyone the opportunity to celebrate together, which supports the project aim to encourage engagement within the community.

Similarly, 60% agreed or strongly agreed with the statement ‘‘Back to Ours’ gave me the opportunity to interact with people I wouldn’t normally interact with’ and 57% felt that the festival made them feel more connected to the local community. 60% agreed or strongly agreed that ‘Back to Ours’ made them feel more connected with Hull and its people.

Respondents were most likely to disagree with the statement ‘Back to Ours’ showed me that there is more to Hull than is expected’, with almost 1 in 5 selecting this response. A possible explanation for this is that 70% of the survey respondents already lived in Hull and 58% considered themselves local to the venue, so they may not feel that they learnt anything new about their city or local area. It is worth noting however that 56% agreed or strongly agreed with this statement.

Figure 8: How much do you agree or disagree with the following statements about ‘Back to Ours’? (Base: 77)

* + 1. Staff and Volunteers

Figure 8 shows that 61% agreed or strongly agreed with the statement ‘Back to Ours’ has made me think that getting involved in a project as a volunteer looks like fun’.

The majority of respondents felt welcomed by staff and volunteers. 91% agreed or strongly agreed with the statement ‘I felt welcomed by staff’ and 94% agreed or strongly agreed with the statement ‘I felt welcomed by Hull 2017 volunteers’. This is particularly important given one of the objectives of ‘Back to Ours’ is to make visitors feel comfortable when accessing an arts or culture event.

Figure 9: To what extent do you agree or disagree with the following statements? (Base: 77)

* + 1. Male vs. Female

When split by gender, the survey results indicated that males were slightly more likely to agree with the statement ‘Back to Ours’ made me feel more connected to Hull and its people’ with 68% compared to 57% of women.

Women however, were more likely to agree with the statement ‘Back to Ours’ gave me the opportunity to interact with people I wouldn’t have normally interacted with’ with 65% compared to 50%.

This suggests that although both genders feel as though the project helped to create connections within the community, it was females that were more likely to have interactions with this community.

Across the rest of the survey data however, there were no significant differences in the results when split by gender.

The small sample size means that these results are not necessarily representative of the population and with this in mind, it is recommended that they are treated with caution.

* 1. Recommendation

The vast majority of respondents (95%) said that they would recommend ‘Back to Ours’ to friends and family (classed as a score of 8-10 on a 0-10 scale).

Figure 10: How likely or unlikely are you to recommend this type of event to friends or family, on a scale of 0 to 10, where 0 is very unlikely and 10 is very likely? (Base: 77)

* 1. Participation

Given that one of the main aims of the ‘Back to Ours’ project was to provide disengaged people with opportunities to experience arts and culture events, the survey looked at levels of attendance and participation with the arts in the past 12 months.

Unsurprisingly, respondents were more likely to have attended arts and culture events or activities rather than participated in them (see figures 11 and 12).

The most common arts and culture activity attended was ‘museums / historical attractions’ with 90% of respondents selecting this. 79% had attended a film and 78% an outdoor event. The least common arts and culture activity was opera, with 8% of responses.

The most common arts and culture activity that respondents had participated in was ‘visual arts / crafts’ (13%).

Figure 11: Excluding this event have you attended any of the following in the last 12 months? (Base: 77)

Figure 12: Have you participated in any of the following in the last 12 months? (Base: 77)

* + 1. Low Engagement

8 out of the 77 survey respondents had attended or participated in 3 or less arts and culture events in the past 12 months (10%).

6 out of these 8 respondents considered themselves to be local to the venue, which is equal to 75% compared to 58% in the overall sample. Although this is a very small sample size and should not be considered representative, this gives an indication that the project has attracted some of the lower engaged local residents.

Although any differences in responses can’t be classed as ‘significant’ due to the small sample size, it is worth pointing out that the low engagers were less likely to agree with the statement ‘Back to Ours’ gave everyone the chance to celebrate together’, with 63% compared to 85% of the overall sample. This suggests that although these lower engaged audience members have attended the festival, there may still be some feelings of exclusion remaining.

Interestingly, low engagers were more likely to agree with the statement ‘Back to Ours’ showed me that there is more to Hull than expected’ with 75% compared to 56% overall. This hints that there could be a possible shift in attitude towards accessing the arts within the city.