**BACK TO OURS: AUDIENCE SURVEY**

Many thanks for coming along to **Back to Ours** this October-November half-term.

This questionnaire will be used to see what you thought of the events you attended, and to help us understand what we're doing well, and where improvements need to be made for future occurrences of the festival.

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.

Please be assured that all responses provided to this questionnaire are anonymised for the purposes of evaluation and treated with the strictest confidence. No names will be assigned to the results. Please be completely honest in your replies. Hull 2017 and all evaluation partners adhere to the Market Research Society's Code of Conduct and follow the data protection principles set out in the Data Protection Act 1998.

By taking part you will be entered into a free prize draw to win Hull 2017 merchandise.

1. **Which of the following Back to Ours shows did you attend?**

|  |  |
| --- | --- |
| 🞏 | Once Upon a Pillow Fight |
| 🞏 | Drip |
| 🞏 | SKIN |
| 🞏 | Bedtime Stories |
| 🞏 | Secret gig: Barbara Nice |
| 🞏 | Picture House: Beauty & The Beast |
| 🞏 | Picture House: Rocky Horror Picture Show |
| 🞏 | Picture House: Monsters Inc. |
| 🞏 | Badly Drawn Boy |
| 🞏 | Black Grape |

1. **Which Back to Ours venue(s) did you attend?**

|  |  |
| --- | --- |
| 🞏 | Sirius Academy West |
| 🞏 | Hymers College |
| 🞏 | William Gemmell |
| 🞏 | Kingswood Academy |
| 🞏 | North Point Shopping Centre |
| 🞏 | Winifred Holtby Academy |
| 🞏 | Freedom Centre |
| 🞏 | Archbishop Sentamu Academy |
| 🞏 | Don’t remember |

1. **What were your main reasons for attending the Back to Ours festival and the shows you saw?**

(Please select up to a maximum of three answers)

|  |  |
| --- | --- |
| 🞏 | Because it’s part of Hull UK City of Culture 2017 |
| 🞏 | Attended one or more of the previous Back to Ours festivals |
| 🞏 | 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 (please specify which actors/artists below) |
| 🞏 | Specific interest in the show (please specify which show below) |
| 🞏 | Getting involved in what’s happening |
| 🞏 | Trying something new or different |
| 🞏 | Something to do while I’m in Hull on business |
| 🞏 | It’s affordable/good value |
| 🞏 | Something to do with friends/family |
| 🞏 | Something to do with the kids |
| 🞏 | Interested to find out more about Hull |
| 🞏 | No particular reason/someone else’s idea |
| 🞏 | I was in the area anyway |
| 🞏 | Other (please specify below) |
| 🞏 | Please specify actors/artists or shows of interest AND/OR other motivation below: |

1. **Did you attend the previous Back to Ours festivals in February and May 2017?**

**(**Please tick all that apply)

|  |  |
| --- | --- |
| 🞏 | Yes, I attended the first Back to Ours festival in February 2017 |
| 🞏 | Yes, I attended the second Back to Ours festival in May 2017 |
| 🞏 | No, this is the first time that I have attended the Back to Ours festival |
| 🞏 | Don’t remember |

1. **How likely or unlikely are you to recommend the Back to Ours festival to friends or family, on a scale of 0 to 10, where 0 is very unlikely and 10 is very likely?**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Very unlikely  0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Very likely  10 |
| 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **How far would you disagree or agree with the following statements?**

**‘Back to Ours…**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Disagree | Neither disagree nor agree | Agree | Strongly agree |
| …gave everyone the chance to share and celebrate together’ | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| … was an enjoyable experience’ | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| ...made me feel more connected to the local community here’ | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …made me feel more connected with Hull and its people’ | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …gave me to opportunity to interact with other people who I wouldn’t normally have interacted with’ | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …showed me that there is more to Hull than I expected’ | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …has made me think that getting involved in a project as a Volunteer looks like fun’ | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **On a scale of 0-10, where 0 is Strongly disagree and 10 is Strongly agree, how much would you disagree or agree with the following statements about the Back to Ours show(s) you have seen?**

(Please select one option only for each statement. If you have seen more than one show, please give an average score across all shows to each statement.)

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree  0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Strongly agree  10 | Don’t know |
| It was an interesting idea | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| It was well produced and presented | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| It was different from things I’ve experienced before | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| It was thought-provoking | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| It was absorbing and held my attention | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| I would come to something like this again | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| It is important that it’s happening here (in the community) | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| It has something to say about the world in which we live | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| It was well thought through and put together | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **How do the venues for Back to Ours compare with Hull’s City Centre venues for arts and cultural activity (e.g. Hull Truck Theatre, City Hall, Kardomah94, New Theatre) on the following aspects?**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Much worse than City Centre venues | Worse than City Centre venues | The same as City Centre venues | Better than City Centre venues | Much better than City Centre venues | Don’t know |
| Accessibility (e.g. wheelchair access, blue badge parking, hearing loops, etc.) | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| Parking (e.g. private parking, on street parking, public parking) | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| Facilities (e.g. cafe, bar, toilets) | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| Affordability (e.g. cost of travel, ticket price) | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| Atmosphere (i.e. how comfortable / at ease you feel in the space, sense of excitement) | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **How far would you disagree or agree with the following statements about Back to Ours?**

(Please choose only one option for each statement. If the statement is not applicable to you please select N/A)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Disagree | Neither disagree nor agree | Agree | Strongly agree | N/A |
| I felt welcomed by staff | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| I felt welcomed by Hull 2017 Volunteers | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **Please share any further comments you have about Back to Ours below:**
2. **In the last year, how often have you done the following?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not in the last 12 months | Once | Twice | Three times or more | Don’t remember |
| Attended a creative, artistic, dance, theatrical or music event or performance | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| Taken part in a creative, artistic, dance, theatrical or music activity or spent time doing a craft | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| Attended a museum, gallery or other historic attraction | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **In the last 12 months, have you attended or taken part in any of the following activities? Attended means you were an audience member, e.g. watching a performance, concert of film; whereas taken part means you actually did the activity, e.g. you danced, you sang, you wrote a short story or poem.**

(Please tick all that apply)

|  |  |  |
| --- | --- | --- |
|  | Audience member | Taken part |
| Ballet/Dance | 🞏 | 🞏 |
| Circus | 🞏 | 🞏 |
| Comedy | 🞏 | 🞏 |
| Festivals | 🞏 | 🞏 |
| Film | 🞏 | 🞏 |
| Heritage/local history events | 🞏 | 🞏 |
| Literature/Spoken Word/Poetry | 🞏 | 🞏 |
| Museum/historical attraction | 🞏 | 🞏 |
| Music | 🞏 | 🞏 |
| Opera | 🞏 | 🞏 |
| Outdoor events | 🞏 | 🞏 |
| Theatre | 🞏 | 🞏 |
| Visual arts/crafts | 🞏 | 🞏 |

1. **How did you find out about the Back to Ours Festival and shows within its programme?**

|  |  |
| --- | --- |
| 🞏 | Friends / family / colleagues - told me in person |
| 🞏 | Friends / family colleagues – via social media / email |
| 🞏 | www.hull2017.co.uk |
| 🞏 | Hull 2017 Volunteer – told me or via social media / email |
| 🞏 | Other website (please specify) |
| 🞏 | Hull 2017 Facebook / Twitter / Instagram / Youtube / Flickr / e-newsletter |
| 🞏 | Other organisation Facebook / Twitter / Instagram / YouTube / Flickr (please specify) |
| 🞏 | Advertising and printed promotional material (e.g. brochure, leaflet, flyer, billboard, poster) |
| 🞏 | Newspaper |
| 🞏 | TV |
| 🞏 | Radio |
| 🞏 | Don’t remember |
| 🞏 | Other (please specify)  Where applicable, please specify other organisation social media / website / other publicity source |

1. **Have you been to, or are you planning to attend or take part in other events and activities programmed for Hull UK City of Culture 2017?**

|  |  |  |
| --- | --- | --- |
| 🞏Yes | 🞏No | 🞏Not sure |

1. **Do you live in Hull?**

|  |  |
| --- | --- |
| 🞏Yes (Skip Qs 18-29) | 🞏No |

1. **Which of these venues do you live within 5 miles of?**

**(NB: Only show venues ticked in Q2 as answer options to this question)**

|  |  |
| --- | --- |
| 🞏 | Sirius Academy West |
| 🞏 | Hymers College |
| 🞏 | William Gemmell |
| 🞏 | Kingswood Academy |
| 🞏 | North Point Shopping Centre |
| 🞏 | Winifred Holtby Academy |
| 🞏 | Freedom Centre |
| 🞏 | Archbishop Sentamu Academy |
| 🞏 | Don’t remember |

1. **Have you visited the area around any of these venues before?**

(If yes, please put a tick next to the relevant venue)

**(NB: Only show venues ticked in Q2 as answer options to this question)**

|  |  |
| --- | --- |
| 🞏 | Sirius Academy West |
| 🞏 | Hymers College |
| 🞏 | William Gemmell |
| 🞏 | Kingswood Academy |
| 🞏 | North Point Shopping Centre |
| 🞏 | Winifred Holtby Academy |
| 🞏 | Freedom Centre |
| 🞏 | Archbishop Sentamu Academy |
| 🞏 | Don’t remember |

1. **Was your visit to Hull on the day you attended Back to Ours mainly, partly or not at all due to the event?**

|  |  |  |
| --- | --- | --- |
| 🞏Mainly | 🞏Partly | 🞏Not at all |

1. **During this visit to Hull, how many other arts and cultural events / activities have you attended or taken part in, or do you plan to attend or take part in?** (Other arts and cultural events / activities might include a visit to an art gallery or museum, attending a show at City Hall, attending an arts related lecture at the University of Hull)

|  |  |  |
| --- | --- | --- |
| 🞏 | None | 🞏 Three |
| 🞏 | One | 🞏 Four or more |
| 🞏 | Two | 🞏 Don’t know |

1. **What was the main purpose for your visit to this part of Hull today / when you attended ‘Back to Ours’?**

|  |  |
| --- | --- |
| 🞏 | Because Hull is UK City of Culture 2017 |
| 🞏 | To take in some arts/heritage /culture generally |
| 🞏 | To visit family/friends |
| 🞏 | For general leisure purposes – shopping & eating out |
| 🞏 | For work/because I work in the area |
| 🞏 | Just for the ‘Back to Ours’ show(s) I attended |
| 🞏 | Other (please specify) |

1. **Had you been to Hull before coming to ‘Back to Ours’?**

|  |  |
| --- | --- |
| 🞏Yes  (Answer Q22 & Q23, then jump to Q25) | 🞏No  (Go to Q24) |

1. **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 |

1. **Based on your experience during your visit when you attended Back to Ours, do you think the frequency of your visits to Hull over the course of a year will increase, decrease or stay the same?**

|  |  |  |
| --- | --- | --- |
| 🞏 | Increase | 🞏 Decrease |
| 🞏 | Stay the same | 🞏 Don’t know |

1. **To what extent do you disagree or agree with the following statement?**

'Based on my experience of Hull during the time I attended Back to Ours, I will visit Hull again in future'

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Strongly disagree | Disagree | Neither disagree nor agree | Agree | Strongly agree | N/A or Don’t know |
| 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **Did you visit just for the day, or did you stay overnight when you attended Back to Ours?**

|  |  |  |
| --- | --- | --- |
| 🞏 | Just for the day  (Answer Q26, then jump to Q30) | 🞏 Stayed overnight |

1. **As a visitor to Hull, how satisfied are you with the following?**

(If you have not experienced aspects of the visitor experience, please tick N/A)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Very unsatisfied | Unsatisfied | Neither unsatisfied or satisfied | Satisfied | Very satisfied | N/A |
| General visitor welcome | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| Quality of accommodation | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| Places to eat and drink | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| Public transport | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| Overall value for money | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| City centre signposting | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **During your visit, at the time you attended Back to Ours, how many nights did you stay in the area and how many days?**

Number of nights:

Number of days:

1. **Would you mind telling me us how much you spent personally on accommodation in Hull overall as part of your visit?**

(Please enter to the nearest £, or enter zero if applicable - if you don't know or prefer not to answer please leave the box blank)

1. **What type of accommodation did you stay in?**

(Please tick all that apply)

|  |  |  |
| --- | --- | --- |
| 🞏 | Bed and Breakfast | 🞏 Static caravan |
| 🞏 | Guest House | 🞏 Touring caravan |
| 🞏 | Hotel | 🞏 Camping |
| 🞏 | Self-catering | 🞏 Airbnb |
| 🞏 | With Friends/Family |  |
| 🞏 | Other (please specify) |  |
|  | | |

1. **How much do you estimate you spent on you and others with you on the following during your visit (not including tickets for Back to Ours)?**

(Please enter to the nearest £, or enter zero as applicable - if you don't know or prefer not to answer please leave the box blank)

Hull 2017 merchandise:

Food and drink:

Shopping:

Travel and transport (including parking):

Other ‘attractions’:

‘Spending money’ for children:

Other:

The final questions are just to collect a little bit of information about yourself. This helps us confirm that we’re representing the views of all of the different types of people who attended the event, to let us see whether different types of people have different opinions, and to demonstrate to Hull 2017’s funders whether we are meeting our promise to programme events that appeal to a broad range of people. You don’t have to answer all of these questions, and pleased be assured that your answers will not be linked to your name or telephone number when we analyse the data.

1. **What is your postcode?**

(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)

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

|  |  |  |  |
| --- | --- | --- | --- |
| 🞏 | 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 |  |  |

1. **How do you define your gender?** (Please select one answer only)

|  |  |
| --- | --- |
| 🞏 | Male |
| 🞏 | Female |
| 🞏 | Transgender |
| 🞏 | Gender non-conforming |
| 🞏 | Prefer not to say |
| 🞏 | Other (please specify) |

1. **How would you describe your ethnic background?** (Please select one answer only)

|  |  |
| --- | --- |
| 🞏 | White: English / Welsh / Scottish / Northern Irish |
| 🞏 | White: Irish |
| 🞏 | White: Polish |
| 🞏 | White: any other white background |
| 🞏 | Mixed/multiple ethnic groups: White and Black Caribbean |
| 🞏 | Mixed/multiple ethnic groups: White and Black African |
| 🞏 | Mixed/multiple ethnic groups: White and Asian |
| 🞏 | Mixed/multiple ethnic groups: Any other Mixed/multiple ethnic background |
| 🞏 | Asian/Asian British: Bangladeshi |
| 🞏 | Asian/Asian British: Indian |
| 🞏 | Asian/Asian British: Pakistani |
| 🞏 | Asian/Asian British: Chinese |
| 🞏 | Asian/Asian British: Any other Asian background |
| 🞏 | Black/African/Caribbean/Black British: African |
| 🞏 | Black/African/Caribbean/Black British: Caribbean |
| 🞏 | Black/African/Caribbean/Black British: Any other Black/African/Caribbean background |
| 🞏 | Other: Arab |
| 🞏 | Other: Any other ethnic background |
| 🞏 | Prefer not to say |

Please specify your ethnic background if you wish:

1. **Which of the following age groups do you fall into?** (Please select one answer only)

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

1. **Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?**

|  |  |  |  |
| --- | --- | --- | --- |
| 🞏 | Yes – limited a lot | 🞏 | No |
| 🞏 | Yes – limited a little | 🞏 | Prefer not to say |

1. **How many people, including yourself, were in your group at Back to Ours?**

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

1. **Including yourself, how many people were there in the group in each of the following age categories?** (If you do not know. please leave blank.)

**0-2 years \_\_\_\_\_\_\_\_**

**3-4 years\_\_\_\_\_\_\_\_**

**5 years\_\_\_\_\_\_\_\_\_**

**6-10 years\_\_\_\_\_\_\_\_\_**

**11-12 years\_\_\_\_\_\_\_\_\_**

**13-15 years\_\_\_\_\_\_\_\_\_**

**16-17 years\_\_\_\_\_\_\_\_\_**

**18-19 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\_\_\_\_\_\_\_\_\_**

1. **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 |

1. **Would you like to be entered into the Free Prize Draw to win Hull 2017 official merchandise?**

|  |  |  |  |
| --- | --- | --- | --- |
| 🞏 | Yes | 🞏 | No |

**You previously stated that you would be happy for Hull 2017, the University of Hull or their official evaluators to contact you to take part in future research and / or that you would like to be entered in the free prize draw. In order for us to be able to do this, please provide your name below, along with an email address and / or telephone number. We will not use this information for any other purposes than those you opt into.**

Name:

Telephone:

Email:

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |