WELCOME

Many thanks for coming along to One Day Maybe.

This questionnaire will be used to see what you thought of the project, and to help us understand what we're doing well, and where improvements need to be made for projects that we run in the future.

We're also keen to understand a little bit more about our participants, so we can measure the effectiveness of our marketing and outreach activities.

It should take approximately 15 minutes to complete.

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. 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 a Hull 2017 goody bag.

Please complete the questionnaire by noon (GMT) on Friday 6 October.

YOUR EXPERIENCE

* 1. What was your main reason for taking part in One Day Maybe? (Please select one answer only) Because it's part of Hull UK City of Culture 2017 I regularly take part in DreamThinkSpeak activities 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 artists 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 artists of interest OR other motivation below:

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

(Please select \underline{one} option only for each statement)

'One Day Maybe...

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
showed me that there is more to Hull than I expected'	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
gave me the opportunity to interact with other people who I wouldn't have normally interacted with'	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
inspired me to talk to people from other generations about the stories presented'	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
$\ldots provided$ me with a different experience of the $city^{\text{\tiny t}}$	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
challenged my understanding of art'	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc

* 4. How * 5. Plea "I feel * 6. Have involve	Less happy	ged at One Day Maybe" Sometimes	same ne Day Maybe? Mostly proud o your personal experience Most of the time future changed positively	Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always
* 5. Plea "I feel I * 6. Have involve	r proud do you feel o Not at all proud se rate the following like I belong / belon Never e your thoughts and ed in One Day Mayb Not at all	of your contribution to Or Occasionally proud g statement, in relation to ged at One Day Maybe" Sometimes I feelings about your life/ e? Yes,	ne Day Maybe? Mostly proud	Very proud Very proud Se: Always Always Yes, a lot Yes, a lot
* 5. Plea "I feel I * 6. Have involve	Not at all proud	Occasionally proud	Mostly proud	Always Always Always Yes, a lot Yes, a lot
* 5. Plea "I feel I * 6. Have involve	Not at all proud	Occasionally proud	Mostly proud	Always Always Always Yes, a lot Yes, a lot
* 5. Plea "I feel * 6. Have involve	se rate the following like I belong / belon Never e your thoughts and ed in One Day Mayb Not at all	g statement, in relation to ged at One Day Maybe" Sometimes I feelings about your life/ e? Yes,	Most of the time	Always Always Always Yes, a lot Yes, a lot
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"I feel * 6. Have involve	like I belong / belon Never e your thoughts and ed in One Day Mayb Not at all	ged at One Day Maybe" Sometimes	Most of the time future changed positively a bit	Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always Always
* 6. Have involve	Never	Sometimes I feelings about your life/ e? Yes,	future changed positively a bit	Yes, a lot
involve	e your thoughts and ed in One Day Mayb Not at all	I feelings about your life/ e? Yes,	future changed positively a bit	Yes, a lot
involve	ed in One Day Mayb Not at all	e? Yes,	a bit	Yes, a lot
involve	ed in One Day Mayb Not at all	e? Yes,	a bit	Yes, a lot
7. Plea	se share any furthe	r comments you have ab	oout One Day Maybe below	v:
7. Plea	se share any furthe	r comments you have ab	out One Day Maybe belov	v:

MA	RK	ET	ING

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

* 8.	How	did you	find out	t about	One	Day	Maybe?
/ -		4		`			

(Please tick <u>all</u> that apply)
Friends/family/colleagues - told me in person

	Friends/family	colleagues	– via	social	media /	email
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Better Impact

www.hull2017.co.uk

Other website (please specify)

Hull 2017 Facebook / Twitter / Instagram / Youtube / Flickr / e-newsletter

Other organisation Facebook / Twitter / Instagram / YouTube / Flickr (please specify)

Advertising and printed promotional material (e.g. brochure, leaflet, flyer, billboard, poster)

Newspaper

TV

Radio

Don't remember

Other (please specify)

Where applicable, please specify other organisation social media / website / other publicity source

* 9. 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?

O Yes

O No

Not sure

WHERE ARE YOU FROM?

The following questions help us understand where you have travelled from, and if you are a visitor what attracted you to Hull, how satisfied you are with your visit, and how your visit has impacted upon the city.

* 10. Do you live in Hull?

O Yes

O No

VISIT TO HULL								
* 11. Is you visit to Hull mainly, partly or not at all due to taking part in One Day Maybe?								
Mainly	Partly	Not at all						
or taken part in, or do you (Other arts and cultural eve	ı plan to attend or take par	a visit to an art gallery or museum, attending a						
○ None	\subset	Three						
One		Four or more						
🔵 Тwo		Don't know						
* 13. When you attended Or (Please select <u>one</u> answer		e <u>main</u> purpose of your visit to Hull?						
Because Hull is UK City of C	ulture 2017							
To take in some arts / heritag	je / culture generally							
To visit family / friends								
To attend business meetings	or a conference although I normall	ly work outside Hull						
I was on a study trip	I was on a study trip							
For general leisure purposes	- shopping and eating out							
Because I work in Hull								
Just for this project (One Day	/ Maybe)							
Other (please specify)								
* 14. Had you been to Hull I	pefore coming to One Day	Mayhe?						
 Yes 								
\bigcirc								

FREQUENCY OF VISITS TO HULL

- * 15. On average, over the course of a year, how frequently do you visit Hull?
 - C 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
- * 16. Based on your experience during this visit, do you think the frequency of your visits to Hull over the course of a year will increase, decrease or stay the same?
 - Increase
 - Stay the same
 - Decrease
 - Don't know

TENTIONS TO	RETURN							
17. To what extent d	lo you disagree	or agree with the fol	lowing stateme	nt?				
'I will visit Hull again in future'								
Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	N/A or Don't know			
\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc			

* 18. 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)

	N/A	Very dissatisfied	Dissatisfied	Neither dissatisfied or satisfied	Satisfied	Very Satisfied
General visitor welcome	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Quality of accomodation	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Places to eat and drink	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Public transport	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Overall value for money	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
City centre signposting	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc

LENGTH OF VISIT		
* 19. Did you visit just for the day	y, or did you stay overnight when you attended One Day Maybe O Stayed overnight	?
Just for the day	Stayed overnight	

During your visit, at the time you attended One Day Maybe, how many nights did you stay in the ea and how many days? mber of nights: mber of days: . Would you mind telling me us how much you spent personally on accommodation in Hull overall as part of your sit? (please enter to the nearest £, or enter zero if applicable - if you don't know or prefer not to answer please leave the box ank) . What type of accommodation did you stay in?	VERNIGHT VISITORS	
ea and how many days? mber of nights: mber of nights: mber of days: mber of days: Would you mind telling me us how much you spent personally on accommodation in Hull overall as part of your sit? (please enter to the nearest £, or enter zero if applicable - if you don't know or prefer not to answer please leave the box ank) What type of accommodation did you stay in? lease tick all that apply) Bed and Breakfast Guest House Hotel Guest House Hotel Self-catering With Friends / Family	VERNIGHT VISITORS	
ea and how many days? mber of nights: mber of nights: mber of days: mber of days: Would you mind telling me us how much you spent personally on accommodation in Hull overall as part of your sit? (please enter to the nearest £, or enter zero if applicable - if you don't know or prefer not to answer please leave the box ank) What type of accommodation did you stay in? lease tick all that apply) Bed and Breakfast Guest House Hotel Guest House Hotel Self-catering With Friends / Family		
mber of nights: mber of nights: mber of days:		I attended One Day Maybe, how many nights did you stay in the
Would you mind telling me us how much you spent personally on accommodation in Hull overall as part of your sit? (please enter to the nearest £, or enter zero if applicable - if you don't know or prefer not to answer please leave the box ank) What type of accommodation did you stay in? lease tick all that apply) Bed and Breakfast	Imber of nights:	
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Bed and Breakfast Static caravan Guest House Touring caravan Hotel Camping Self-catering Airbnb With Friends / Family	lank)	
Bed and Breakfast Static caravan Guest House Touring caravan Hotel Camping Self-catering Airbnb With Friends / Family		
Bed and Breakfast Static caravan Guest House Touring caravan Hotel Camping Self-catering Airbnb With Friends / Family	2. What type of accommodation did	d you stay in?
Guest House Touring caravan Hotel Camping Self-catering Airbnb With Friends / Family	lease tick all that apply)	
Hotel Camping Self-catering Airbnb With Friends / Family Camping		
Self-catering Airbnb With Friends / Family Image: Constraint of the second sec	_	
With Friends / Family		

WHAT YOU SPENT

We are asking these questions to measure the impact that arts and cultural events have on the economy of the city. We understand that this information is of a sensitive nature, but if you are willing to share it with us, it will be greatly appreciated.

23. How much do you estimate you spent on you and others with you on the following in Hull as part of your visit? (please enter to the nearest \pounds , or enter zero as applicable - if you don't know or prefer not to answer please leave the box blank)

Hull 2017 merchandise

Food and drink

Shopping

Travel and transport (including parking)

Other 'attractions'

'Spending money' for children

Other

ABOUT YOU & YOUR GROUP

The following information is to enable us to better understand our audiences, and determine how effective we are in reaching a broad and diverse number of people. Please be assured that this information will be treated sensitively. It will remain completely anonymous and will not be linked to any individual.

24. 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)

* 25. Which of the following best describes your e (Please select <u>one</u> answer only)	mployment 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	
* 26. How do you define your gender? (Please select <u>one</u> answer only)	
Male	Gender non-conforming
Female	Prefer not to say
Transgender	
Other (please specify)	

* 27. How would you describ	e your ethnic background?	
(Please select <u>one</u> answer o	nly)	
White: English/Welsh/Scottisl	n/Northern Irish/British	
White: Irish		
White: Gypsy or Irish Travelle	er	
White: Polish		
White: Any other white backg	round (write in box below if you wish)	
Mixed/multiple ethnic group	s: White and Black Caribbean	
Mixed/multiple ethnic group	s: White and Black African	
Mixed/multiple ethnic group	s: White and Asian	
Mixed/multiple ethnic group	s: Any other Mixed/multiple ethnic bac	kground (write in box below if you wish)
Asian/Asian British: Banglad	deshi	
Asian/Asian British: Indian		
Asian/Asian British: Pakista	ni	
Asian/Asian British: Chinese	9	
Asian/Asian British: Any oth	er Asian background (write in box below	v if you wish)
Black/African/Caribbean/Bla	ack British: African	
Black/African/Caribbean/Bla	ack British: Caribbean	
Black/African/Caribbean/Bla	ack British: Any other Black/African/Ca	ribbean background (write in box below if you wish)
Other: Arab		
Other: Any other ethnic back	ground (write in box below if you wish)	
Prefer not to say		
Please specify in this box if yo	bu wish:	
* 28. Which of the following (Please select <u>one</u> answer o	age groups do you fall into?	
Under 6 years	() 25-29 years	55-59 years
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
* 29. Are your day-to-day ac	tivities limited because of a h	ealth problem or disability which has lasted,
or is expected to last, at le	ast 12 months?	
Yes - limited a lot	○ N	o
Yes - limited a little		refer not to say

AND FINALLY	
* 30. Would you be happy for H you to take part in future rese	Iull 2017, the University of Hull or their official evaluators to contact
* 31. Would you like to be enter	red into the free prize draw to win Hull 2017 official merchandise?
Yes	○ No

CONTACT DETAILS

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

* 32. Name:

33. Email address:

34. Telephone number: