

**SQUARE PEG: AUDIENCE SURVEY**

Many thanks for coming along to see this exhibition as part of **Square Peg.** This survey will be used to see what you thought, and to help us understand what we're doing well, and where improvements need to be made. 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.

As our project is supported by Hull 2017, there are also a few questions that will help them to evaluate the impact of the year. The survey should take around 10 minutes.

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. Artlink, 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.

Please return to **[insert person/location]**.

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1. **What was your main reason for visiting Artlink today?**

|  |
| --- |
| 🞏 Because it’s part of Hull UK City of Culture 2017 |
| 🞏 Because I’m a regular attender of exhibitions or activities hosted by Artlink |
| 🞏 It’s a unique experience not to be missed |
| 🞏 General interest in this type of event |
| 🞏 Wanted to see / do something creative |
| 🞏 Specific interest in the artists involved (please specify which artists below) |
| 🞏 Getting involved in what’s happening |
| 🞏 Trying something new or different |
| 🞏 To buy some merchandise or a work of art🞏 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 on Princes Avenue anyway🞏 Please specify artists of interest OR other motivation below:­­­ |

1. **Not including this visit, in the last 12 months have you been to an exhibition or event at Artlink?**

🞏 Yes 🞏 No 🞏 Don’t remember

1. **How far would you disagree or agree with the following statements about your visit to**

**Artlink today?**

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

1. **Which of the Square Peg exhibitions or projects did you go to?**

|  |
| --- |
|  |

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

**(**Please select one option only for each statement)

**'The Square Peg exhibition or project that I attended...**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly disagree** | **Disagree** | **Neither disagree nor agree** | **Agree** | **Strongly agree** |
| …was an enjoyable experience | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …showed me that there is more to Hull than I expected | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …gave me the opportunity to interact with other people who I wouldn’t normally have interacted with | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …has introduced me to the work of the artist(s) for the first time | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| …challenged my understanding of art | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |

1. **In what way(s), if any, have your thoughts or feelings about your life / future changed, as a result of attending this exhibition or project?**
2. **In what way(s), if any, have your thoughts or feelings about other people changed, as a result of attending this exhibition or project?**
3. **Which aspect of the show most interesting to you?**

🞏 Social history

🞏 Photography

🞏 Arts

🞏 Fashion

🞏 Women’s Subcultures

🞏 Youth Subcultures

🞏 Other (Please Specify)

1. **Please share any further comments you have about Artlink, the Square Peg programme or this specific exhibition / project**
2. **How did you find out about Square Peg at Artlink?**

🞏 Friends/family/colleagues – told me in person

🞏 Friends/family/colleagues – via social media / email

🞏 Invitations from the teams at Artlink and/or Hull 2017

🞏 www.hull2017.co.uk

🞏 www.artlink.uk.net

🞏 Other website (please specify)

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

🞏 Artlink Facebook/Twitter/Instagram/Youtube/Flickr/LinkedIn/e-newsletter

🞏 Other organisation Facebook/Twitter/Instagram/Youtube/Flickr

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

🞏 Newspaper

🞏 TV

🞏 Radio

🞏 Don’t remember

🞏 Other (please specify)

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

|  |
| --- |
|  |

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

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

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** |
| 🞏 | 🞏 | 🞏 |

**ABOUT YOU**

1. **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)

|  |
| --- |
|  |

1. **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 |  |

1. **How do you define your gender?**

(Please select one answer only)

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

1. **How would you describe your ethnic background?**

(Please select one answer only)

🞏 White: English/Welsh/Scottish/Northern Irish/British

🞏 White: Irish

🞏 White: Gypsy or Irish Traveller

🞏 White: Polish

🞏 White: Any other white background (write in box below if you wish)

🞏 Mixed/multiple ethnic groups: White and Black Caribbean

🞏 Mixed/multiple ethnic groups: White and Black African

🞏 Mixed/multiple ethnic groups: White and Asian

🞏 Mixed/multiple ethnic groups: Any other Mixed/multiple ethnic background (write in box below if you wish)

🞏 Asian/Asian British: Banladeshi

🞏 Asian/Asian British: Indian

🞏 Asian/Asian British: Pakistani

🞏 Asian/Asian British: Chinese

🞏 Asian/Asian British: Any other Asian background (write in box below if you wish)

🞏 Black/African/Caribbean/Black British: African

🞏 Black/African/Caribbean/Black British: Caribbean

🞏 Black/African/Caribbean/Black British: Any other Black/African/Caribbean background (write in box below if you wish)

🞏 Other: Arab

🞏 Other: Any other ethnic background(write in box below if you wish)

🞏 Prefer not to say

Please specify your ethnic background in the box below if you wish:

|  |
| --- |
|  |

1. **Which of the following 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 |

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. **Do you identify as disabled?**

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

1. **How many people, including yourself, were in your group?**

|  |
| --- |
|  |

1. **Would you be happy for Artlink, 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** |
| 🞏 | 🞏 |

**Name:**

**Email Address:**

**Telephone Number:**

**THANK YOU FOR COMPLETING THIS SURVEY**