#### LOOK UP INSTALLATIONS YOU HAVE EXPERIENCED

Look Up is a year-long programme of artists' works made specifically for Hull's public places and spaces. Each installation has it's own name, so the first question will explore which installations you've seen.

Blade was the first installation, the B75 rotor blade installed in Queen Victoria Square from January to March of this year. We will not be asking questions about Blade in this survey, apart from asking if you saw it, as we have already completed research on the artwork.

* 1. V	Which of the following artworks from the Look Up Programme have you seen or experienced?
	Blade by Nayan Kulkarni, Queen Victoria Square (8 January - 18 March) https://www.hull2017.co.uk/whatson/events/blade/
	The City Speaks by Michael Pinsky, Hull Tidal Surge Barrier / Fruit Market (2 February - 31 December) https://www.hull2017.co.uk/whatson/events/the-city-speaks/
	Washed Up Car-Go by Chris Dobrowolski, The Deep (29 March - 4 June) https://www.hull2017.co.uk/whatson/events/chrisdobrowolski/
	The Train Track and The Basket, Hull Paragon Interchange (7 April - 31 December) https://www.hull2017.co.uk/whatson/events/train-track-basket-claire-barber/
	Paper City by various artists, Fruit Market (30 June - 9 July) https://www.hull2017.co.uk/whatson/events/paper-city/
	Bleached by Tania Kovats, C4Di (29 July - 17 September) https://www.hull2017.co.uk/whatson/events/bleached/
	This is a Freedom of Expression Centre by Bob and Roberta Smith, Hull School of Art & Design (4 August - 3 September) https://www.hull2017.co.uk/whatson/events/look-freedom-expression-centre-bob-roberta-smith/
	Elephant in the Room by Claire Morgan, Princes Quay Shopping Centre (8 August - 15 October) https://www.hull2017.co.uk/whatson/events/elephant-room-claire-morgan/
	A Hall for Hull by Pezo von Ellrichhausen and Felice Varini, Trinity Square (1 October - 12 November) https://www.hull2017.co.uk/whatson/events/a-hall-for-hull/
	Floe by Heinrich and Palmer, The Deep (7 December - 9 December) https://www.hull2017.co.uk/whatson/events/look-deep-heinrich-palmer/
	I don't recall having seen any of these artworks

## MOTIVATION TO ATTEND LOOK UP

* 2. In general, what was your <u>main</u> reason for visiting / seeing the artwork(s) within the Look Up programme, on the day(s) you visited? (Please select one answer only)
Because it's part of Hull UK City of Culture 2017
Because I'm a regular visitor / user of the space where they were installed
It's a unique experience not to be missed
General interest in this type of work
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
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 artist(s) of interest OR other motivation below:

LC	OOK UP - FULL AUDI	ENCE SUR	VEY (DRAF	Γ)			
н	JLL 2017 VOLUNTE	ERS WORKI	NG ON LOC	OK UP			
*	3. How far would you d you have seen (visited)		ee with the fo	llowing stateme	nts about the	e Look Up artwor	k(s) that
	you have seen (visited)	Strongly	D.	Neither disagree			N/A or Don't
	I felt welcomed by security/stewards	disagree	Disgaree	nor agree	Agree	Strongly agree	know
	I felt welcomed by Hull 2017 Volunteers		$\bigcirc$				

#### YOUR EXPERIENCE - THE CITY SPEAKS

In which	າ ways ha	ve you en	igaged wit	h The City	Speaks?	(Please ti	ck all that	apply)		
] I have :	spoken into	the lectern of	on Humber D	Oock Street						
I have :	seen my ow	n speech di	splayed on tl	he tidal surg	e barrier					
_   I have :	seen other p	eoples' spe	ech displaye	ed on the tida	al surge barr	ier				
□ □ Other (	please spec	ify)								
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How like	elv or unlil	kelv are v	ou to reco	mmend so	methina l	ike The Ci	itv Speaks	to friends	or famil	v. on a
				y and 10 is			,			,,
Very										
unlikely 0	1	2	3	4	5	6	7	8	9	Very I
				0						
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It was well produced and presented  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 it is important that it's happening here (in Hull)  It has something to say about the world in which we live  It was well thought through and put together			Strongly disagree 0	1	2	3	4	5	6	7	8	9	Stro ag
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 Hull)  It has something to say about the world in which we live  It was well thought through and put	It was an interesting idea	a											
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 Hull)  It has something to say about the world in which we live  It was well thought through and put	It was well produced and	d presented											
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		gh and put											

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	N/
gave everyone the chance to share and celebrate together'						
made me look at Hull's buildings and public spaces in a different way'						
provided me with a different experience of the city'						
has introduced me to the work of Michael Pinsky for the first time'						
challenged my understanding of art'						
was an enjoyable experience'						
made me feel more connected to the stories of Hull and its people'						
showed me that there is more to Hull than I expected'						
gave me the opportunity to interact with other people who I wouldn't have normally interacted with'						
8. Please share any further comments yo	ou have ab	out The C	city Speaks b	pelow:		

#### YOUR EXPERIENCE - WASHED UP CAR-GO

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'Washed Up Car-Go			Neither			
	Strongly disagree	Disagree	disagree nor agree	Agree	Strongly agree	N/A
made me look at Hull's buildings and public spaces in a different way'						
provided me with a different experience of the city'						
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challenged my understanding of art'						$\subset$
was an enjoyable experience'						
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## YOUR EXPERIENCE - THE TRAIN TRACK AND THE BASKET

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				Strongly disagree 0	1	2	3	4	5	6	7	8	9	Strongly agree 10
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	It was differe experienced		gs I've											
	It was though	ht-provoking	l			$\bigcirc$								
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15. How far would you disagree of each statement)	or agree wi	ith the follo	wing state	inenis? (Pi	عدد عدادرير	one optio	on only for
'The Train Track and the Basket							
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challenged my understanding of art'							
was an enjoyable experience'							
made me feel more connected to the Hull and its people'	stories of						
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gave me the opportunity to interact v	vith other						
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people who I wouldn't have normally in with'  16. On a scale of 0-10, where '0' following as a result of attending  The history of Hull Paragon Interchang  Transmigration through Hull between 184 - 1914	is 'Nothing The Train Nothing at all 0	1 2	3	4 5 O	·		A
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Unde	g? (Please tick a ertake your own res		nigration through	Hull			
	ertake your own res						
	nd exhibitions about			ye			
	nd events about trar	ismigration through	gn Hull				
Otne	r (please specify)						
19. <b>Ple</b> a	se share any f	urther comm	ents vou hav	e about The Tra	in Track and t	he Basket belo	w:
			- The you may	- asout The Tru	Iraon ana t	The Business Boro	

#### YOUR EXPERIENCE - PAPER CITY

21. On a scale of 0-10 disagree or agree with statement)												
disagree or agree with												
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It was different from thing experienced before	s I've											
It was thought-provoking												
It was absorbing and held	my attention											
I would come to somethin	g like this			$\bigcirc$	$\bigcirc$		$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$		
again												
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	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	N/A or kno
gave everyone the chance to share and celebrate together'						
made me look at Hull's buildings and public spaces in a different way'			$\bigcirc$			
provided me with a different experience of the city'						
has introduced me to G.F Smith for the first time'						
challenged my understanding of art'						
was an enjoyable experience'						
made me feel more connected to the stories of Hull and its people'						C
showed me that there is more to Hull than I expected'						
gave me the opportunity to interact with other people who I wouldn't have normally interacted with'						
has made me think that getting involved in a project as a volunteer looks like fun'						C
made me think about Hull's contribution to the world'						
23. Please share any further comments y	ou have a	bout Pape	er City belov	v:		

#### YOUR EXPERIENCE - BLEACHED

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disagree or												
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It was absorb	oing and held my at	ttention										
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J	t that it's happening											
It is importan (in Hull)	ning to say about th	ne world										

'Bleached			Neither			
	Strongly disagree	Disagree	disagree nor agree	Agree	Strongly agree	N/A
made me look at Hull's buildings and public spaces in a different way'						
provided me with a different experience of the city'						
has introduced me to the work of Tania Kovats for the first time'	or O					
challenged my understanding of art'						
was an enjoyable experience'						
showed me that there is more to Hull than I						
expected'						$\subset$
gave me the opportunity to interact with other people who I wouldn't have normally interacted with'	you have a	about Blea	ched below:			
gave me the opportunity to interact with other people who I wouldn't have normally interacted	you have a	about Blea	ched below			
gave me the opportunity to interact with other people who I wouldn't have normally interacted with'	you have a	about Blea	ched below:			
gave me the opportunity to interact with other people who I wouldn't have normally interacted with'	you have a	about Blea	ched below			
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gave me the opportunity to interact with other people who I wouldn't have normally interacted with'	you have a	bout Blea	ched below:			
gave me the opportunity to interact with other people who I wouldn't have normally interacted with'	you have a	about Blea	ched below			
gave me the opportunity to interact with other people who I wouldn't have normally interacted with'	you have a	about Blea	ched below:			
gave me the opportunity to interact with other people who I wouldn't have normally interacted with'	you have a	about Blea	ched below:			

#### YOUR EXPERIENCE - THIS IS A FREEDOM OF EXPRESSION CENTRE

* 2	28. How lik	ely or unli	kely are you	to recom	nmend	l some	thing li	ke This	s is a F	reedo	m of Ex	xpressi	on Ce	entre to
f	riends or fa	amily, on a	a scale of 0 t	o 10, wh	ere 0 i	s very	unlike	ly and	10 is v	ery like	ely?			
	Very unlikely 0	1	2	3	4	5	i	6	7	7	8	ç	9	Very likely 10
C	lisagree or	agree wit	.0, where '0' th the followi y for each st	ng stater	nents	-				•				-
				Strongly disagree 0	1	2	3	4	5	6	7	8	9	Strongly agree 10
	It was an int	teresting ide	a											
	It was well p	oroduced an	d presented		$\bigcirc$									
	It was differenced	ent from thin I before	ngs I've											
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	It has some	,	about the world	d 🔾		$\bigcirc$			$\bigcirc$					
	It was well together	hought throu	ugh and put											

This is a Freedom of Expression Centre	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	N/A
gave everyone the chance to share and celebrate together'						
made me look at Hull's buildings and public spaces in a different way'						
provided me with a different experience of the city'						
has introduced me to the work of Bob and Roberta Smith for the first time'						
challenged my understanding of art'						
was an enjoyable experience'						
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showed me that there is more to Hull than I expected'	0					
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showed me that there is more to Hull than I expected'gave me the opportunity to interact with other people who I wouldn't have normally interacted with'  31. Please share any further comments	you have a	about This	is a Freedo	m of Exp	oression	
showed me that there is more to Hull than I expected'gave me the opportunity to interact with other people who I wouldn't have normally interacted with'  31. Please share any further comments	you have a	about This	is a Freedo	m of Exp	oression	

#### YOUR EXPERIENCE - ELEPHANT IN THE ROOM

		ely or unlike of 0 to 10, w	-				_		phant i	n the F	Room to	o friend	ds or fa	amily,
	Very unlikely 0	1	2	3	4	5		6	-	7	8	ç		Very likely 10
(	disagree o	cale of 0-10, agree with ch statemen	the following			-				•				
				Strongly disagree 0	1	2	3	4	5	6	7	8	9	Strongly agree 10
	It was an int	teresting idea												
	It was well p	produced and p	resented		$\bigcirc$	$\bigcirc$			$\bigcirc$					
	It was differenced	ent from things d before	l've											
	It was thoug	ght-provoking			$\bigcirc$									
	It was absor	rbing and held	my attention		$\bigcirc$	$\bigcirc$	$\bigcirc$		$\bigcirc$				$\bigcirc$	
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	It has some in which we	thing to say ab live	out the world											
	It was well t together	hought through	and put											

made me look at Hull's buildings and public spaces in a different way' has introduced me to the work of Claire Morgan for the first time' challenged my understanding of art' was an enjoyable experience' made me feel more connected to the stories of Hull and its people' showed me that there is more to Hull than I expected'  35. On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about Hull Maritime History as a result of attending 'Elephant In The Room'?  Nothing at all 0 1 2 3 4 5 6 7 8 9 10  36. How far would you disagree or agree with the following statements?	each statei	ment)	-	_		3	ments? (Plea		<u> </u>	
Strongly disagree Disagree are agree Agree Strongly agree N/Amade me look at Hull's buildings and public spaces in a different way'has introduced me to the work of Claire Morgan for the first time'challenged my understanding of art'was an enjoyable experience'was an enjoyable experience'made me feel more connected to the stories of Hull and its people'showed me that there is more to Hull than I expected'  35. On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about Hull Maritime History as a result of attending 'Elephant In The Room'?  Nothing at all 0 1 2 3 4 5 6 7 8 9 10  36. How far would you disagree or agree with the following statements?  "Using art based approaches to present the history and heritage of Hull makes the history and heritage  Strongly disagree Disagree nor agree Agree Strongly agmore interesting	'Elephant i	n the Roor	n							
spaces in a different way' has introduced me to the work of Claire Morgan for the first time' challenged my understanding of art' was an enjoyable experience' made me feel more connected to the stories of Hull and its people' showed me that there is more to Hull than I expected'  35. On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about Hull Maritime History as a result of attending 'Elephant In The Room'?  Nothing at all 0 1 2 3 4 5 6 7 8 9 10  36. How far would you disagree or agree with the following statements?  "Using art based approaches to present the history and heritage of Hull makes the history and heritage  Strongly disagree Disagree Neither disagree nor agree Strongly ag more interesting						Disagree	disagree nor	Agree		N/A
Morgan for the first time' challenged my understanding of art' was an enjoyable experience' made me feel more connected to the stories of Hull and its people' showed me that there is more to Hull than I expected'  35. On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about Hull Maritime History as a result of attending 'Elephant In The Room'?  Nothing at all Alt 0 1 2 3 4 5 6 7 8 9 10  36. How far would you disagree or agree with the following statements?  "Using art based approaches to present the history and heritage of Hull makes the history and heritage  Strongly disagree Disagree nor agree Agree Strongly agmore interesting				and public						
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made me feel more connected to the stories of Hull and its people' showed me that there is more to Hull than I expected'  35. On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about Hull Maritime History as a result of attending 'Elephant In The Room'?  Nothing at all	challenge	ed my unders	standing of a	rt'						
Hull and its people'showed me that there is more to Hull than I expected'  35. On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about Hull Maritime History as a result of attending 'Elephant In The Room'?  Nothing at all Alc 0 1 2 3 4 5 6 7 8 9 10  36. How far would you disagree or agree with the following statements?  "Using art based approaches to present the history and heritage of Hull makes the history and heritage  Strongly disagree Disagree nor agree Agree Strongly agmore interesting	was an e	njoyable exp	erience'				$\bigcirc$			
35. On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about Hull Maritime History as a result of attending 'Elephant In The Room'?  Nothing at all			onnected to t	he stories of						$\bigcirc$
Maritime History as a result of attending 'Elephant In The Room'?  Nothing at all		ne that there	is more to ⊢	Iull than I						
Strongly disagree Disagree nor agree Agree Strongly agmore interesting		1	2	3	4	5 6	7	8	9	
more interesting	0 36. How fa	r would yo	u disagree	e or agree v	with the follo	owing state	ments?			10
easier to understand	0 36. How fa	r would yo	u disagree	e or agree v	with the follo	owing state	ments?  of Hull make	s the histo	ory and her	
	0 36. How fa	r would yo	u disagree	e or agree v	with the follo	owing state	ments?  of Hull make	s the histo	ory and her	itage

	Undertake your own research into Hull's Maritime History
	Undertake your own research into the history of Hull's Whaling Industry
	Seek out exhibitions or events about the Hull's Maritime History
	Visit Hull Maritime Museum
	Visit Hull History Centre
	Other (please specify)
38.	Please share any further comments you have about Elephant in the Room below:

## YOUR EXPERIENCE - A HALL FOR HULL

		-	•	you to recor			_		all for H	ull to	friends	or fami	ly, or	n a
	Very unlikely 0	1	2	3	4	5		6	7		8	9		Very likely 10
										)			)	
(		r agree w		e '0' is 'Stron lowing state	0,	Ū			0,	•				•
				Strongly disagree 0	1	2	3	4	5	6	7	8	9	Strongly agree 10

	disagree										agree
	0	1	2	3	4	5	6	7	8	9	10
It was an interesting idea											
It was well produced and presented			$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$		$\bigcirc$	
It was different from things I've experienced before											
It was thought-provoking						$\bigcirc$					
It was absorbing and held my attention											
I would come to something like this again			$\bigcirc$	$\bigcirc$		$\bigcirc$	$\bigcirc$			$\bigcirc$	
It is important that it's happening here (in Hull)											
It has something to say about the work in which we live	d 🔾		$\bigcirc$			$\bigcirc$					
It was well thought through and put together											

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	N//
gave everyone the chance to share and celebrate together'						
made me look at Hull's buildings and public spaces in a different way'						
provided me with a different experience of the city'						
has introduced me to the work of architects Pezo von Ellrichshausen for the first time'						
has introduced me to the work of Fartist elice Varini for the first time'						
challenged my understanding of art'						
was an enjoyable experience'						
showed me that there is more to Hull than I expected'			$\bigcirc$			
gave me the opportunity to interact with other people who I wouldn't have normally interacted with'						
42. Please share any further comments y	ou have a	bout A Ha	ll for Hull be	elow:		

#### YOUR EXPERIENCE - FLOE

]	Friday 8th Saturday Sunday 1	n December 9th Decemi 0th Decemi	ber									r, on a s	scale (	of 0 to
-	10, where 0 Very	is very u	nlikely and 1	0 is very	/ likely'	?								
	unlikely 0	1	2	3	4	5	;	6	7	7	8	g		Very likely 10
(			0, where '0' i h the followi			_				-			-	
				Strongly disagree										Strongly agree
	It was an inte	erestina idea	3		1	2	3	4	5	6	7	8	9	
	It was an inte			disagree	1	2	3	4	5	6	7	8	9	agree
		oduced and	d presented	disagree		2	3 0	4	5	6 0	7 0	8 0	9	agree
	It was well pr	oduced and nt from thin before	d presented gs I've	disagree			3	4	5	6 0	7	8	9	agree
	It was well pr It was different experienced It was though	oduced and nt from thing before nt-provoking	d presented gs I've	disagree			3 ○ ○ ○		5	6	7 0	8 0 0	9 0	agree
	It was well pr It was different experienced It was though	oduced and nt from thing before nt-provoking ning and hel	d presented gs I've  I Id my attention	disagree					5	6 O O O O		8 O O O O O O O O O O O O O O O O O O O	9 0	agree
	It was different experienced in the was thought it was absorbed in would come again	oduced and nt from thin before nt-provoking ning and hel	d presented gs I've  I Id my attention	disagree					5 O O O O O	6 O O O O		8 O O O O O O O O O O O O O O O O O O O	9 0	agree
	It was well profit was different experienced in the was absorbed i	oduced and nt from thing before nt-provoking ning and hele to somethic t that it's ha	d presented gs I've  Id my attention ing like this	disagree 0					5 O O O O O O	6 O O O O O			9 0	agree

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	N
gave everyone the chance to share and celebrate together'						
made me look at Hull's buildings (The Deep) public spaces in a different way'			$\bigcirc$			
provided me with a different experience of the city'			$\bigcirc$			
has introduced me to the work of Heinrich and Palmer for the first time'			$\bigcirc$			
challenged my understanding of art'						
was an enjoyable experience'						
made me feel more connected to the stories of Hull and its people'						
showed me that there is more to Hull than I expected'						
gave me the opportunity to interact with other people who I wouldn't have normally interacted with'						
has made me think about Hull's contribution to the world'			$\bigcirc$			
47. Please share any further comments y	ou have a	bout Floe	below:			

#### INTERPRETATION

48. Did you see the information boards about the Look Up artwork(s) that you saw (visited)?	
Yes, I saw the information boards on all of the Look Up artworks that I visited	
Yes, I saw the information boards on some of the Look Up artworks that I visited (please specify which)	
No, I did't see any of the information boards on the Look Up artworks that I visited	
49. Did you read the information boards about the Look Up artwork(s) that you saw (visited)?	
Yes, I read the information boards on all of the Look Up artworks that I visited	
Yes, I read the information boards on some of the Look Up artworks that I visited (please specify which)	
No, I did't read any of the information boards on the Look Up artworks that I visited	
Please specify which Look Up artwork information boards you read:	

LOOK UP - FULL AUDIENCE SURVEY (DRAFT)
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#### EFFECTIVENESS OF INTERPREATATION

50	). Thinking about the	information boa	rds that you	did read, h	now far w	vould you a	agree or	disagree with	າ the
fol	lowing statements?								

'The information boards I read about the Look artwork(s) that I visited...

	Neither							
	Strongly		disagree nor		Strongly	Don't		
	disagree	Disagree	agree	Agree	agree	remember		
contained information that I found interesting'								
helped me to understand the artwork better'								
made me think differently about the artwork'								

#### **MARKETING**

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

<b>,</b>		
* 51. How did you find out Programme? (Please tick	* * *	en (visiited) linked to the Look Up
Friends/family/colleagues	s - told me in person	
Friends/family colleagues	s – via social media / email	
Hull 2017 Volunteer - told	me or via social media / email	
www.hull2017.co.uk		
Other website (please sp	ecify)	
Hull 2017 Facebook / Twi	itter / Instagram / Youtube / Flickr / e-new	<i>y</i> sletter
Other organisation Faceb	oook / Twitter / Instagram / YouTube / Flic	ckr (please specify)
Advertising and printed p	romotional material (e.g. brochure, leafle	t, flyer, billboard, poster)
Newspaper		
TV		
Radio		
Don't remember		
Other (please specify)		
Where applicable, please spec	cify other organisation social media / web	osite / other publicity source
* 52. Have you been to, o	or are you planning to attend or	take part in other events and activities
programmed for Hull U	K City of Culture 2017?	
Yes	No	O Not sure
*50 L d L d 20 d		
* 53. In the last 12 month opposed to happening	, , , ,	n artwork in a public building or place, as
Yes	No	Oon't remember

LOOK UP - FULL AUDIENCE SURVEY (	DRAFT)
WHERE ARE YOU FROM?	
	d where you have travelled from, and if you are a visitor u are with your visit, and how your visit has impacted
* 54. Do you live in Hull?	
Yes	○ No

## VISIT TO HULL

* 55. Was your visit to Hull of to the artwork(s)?	on the day you saw (visited) the	Look Up artwork(s) mainly, partly or not at all due
Mainly	Partly	Not at all
cultural events / activities	did you attend or take part in? (	ne Look Up artwork(s), how many other arts and Other arts and cultural events / activities might ow at City Hall, attending an arts related lecture
None		Three
One		Four or more
Two		Don't know
Hull? (Please select one at Because Hull is UK City of To take in some arts / herit To visit family / friends To attend business meeting I was on a study trip	Culture 2017  age / culture generally  gs or a conference although I normally  es – shopping and eating out	hat was the <u>main</u> purpose of your visit to
* 58. Had you been to Hull	before the last time you saw	(visited) the Look Up artwork(s)?
Yes		No

# FREQUENCY OF VISITS TO HULL

50 On avera	ne over the course of a year	how frequently do you visit Hull?	
	ntly than once a year	now nequently do you visit ridii:	
1-2 times p	er year		
3-4 times p	er year		
5-6 times p	er year		
More frequ	ently than six times a year		
	frequency of your visits to H	visit when you saw (visited) the Look Up artwork(s lull over the course of a year will increase, decrease	-
Increase			
Stay the sa	ne		
Decrease			
Oon't know			
<u> </u>			

LC	OOK UP - FULL AU	IDIENCE SU	RVEY (DRAFT)			
IN	TENTIONS TO RE	ETURN				
*	61. To what extent	do you disag	ree or agree with the	following sta	tement?	
	'Based on my expe visit Hull again in f		I during the the time	saw (visited	) the Look Up artw	ork(s), I will
	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	N/A or Don't know

LO	OK UP - FULL AUE	DIENCE SUR\	/EY (DRAF	Γ)			
VIS	SITOR SATISFACT	ION					
	62. As a visitor to Hull how satisfied are you please tick N/A)			ve not experien Neither			
		Very dissatisfied	Dissatisfied	dissatisfied or satisfied	Satisfied	Very Satisfied	N/A
	General visitor welcome						
	Quality of accomodation						
	Places to eat and drink						
	Public transport						
	Overall value for money						
	City centre signposting						

# LOOK UP - FULL AUDIENCE SURVEY (DRAFT) LENGTH OF VISIT \* 63. Did you visit just for the day, or did you stay overnight when you last saw (visited) the Look Up artwork(s)? Just for the day Stayed overnight

#### 0./50.00.15.//0.5000

nights did you stay ir	_	saw one or more of the Look Up artworks, how many nany days?
Number of nights:		
Number of days:		
	ı <b>r visit?</b> (please enter	uch you spent personally on accommodation in Hull to the nearest £, or enter zero if applicable - if you don't kn blank)
66. What type of accor	nmodation did you sta	ay 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)		

#### 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.

67. How much do you estimate you spent on you and others with you on the following during your last visit to Hull, when you saw (visited) on or more Look Up artwork(s)? (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

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.

68. What is your post code? (if you live outside	
(This will be used for evaluation purposes only, to	map audiences for our project)
69. Which of the following best describes your	employment status?
(Please select <u>one</u> answer only)	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	
70. 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)	

	How would you describe your ethnic background? ease 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: Bangladeshi
	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)
$\bigcirc$	Prefer not to say
	Please specify in this box if you wish:

Please select <u>one</u> answer o	age groups do you fall into?	
_	_	O 55 50
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
73. Are vour dav-to-dav ac	ctivities limited because of a h	ealth problem or disability which has las
or is expected to last, at le		,
Yes - limited a lot	_ N	lo
Yes - limited a little	_ P	refer not to say
artwork?	format, i.e. 2, as opposed to tex	xt format 'two)
74. <b>How many people, inc</b> a <b>rtwork?</b> please enter in a numerical		xt format 'two)
artwork?		xt format 'two)

(If you do not know. please leave blank)  0-2 years							
0-2 years							
3-5 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							

OOK UP - FULL AUDIENCE S	UP - FULL AUDIENCE SURVEY (DRAFT)				
AND FINALLY	FINALLY				
* 76. Would you be happy for H you to take part in future rese	Hull 2017, the University of Hull or their official evaluators to contact earch?				
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. 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.

7. Name:		
	,	
8. Email address:		
O Tolonhono numbori		
9. Telephone number:		