

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 its 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. 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 main 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:







\* 7. How far would you disagree or agree with the following statements? (Please select one option only for each statement)

'The City Speaks...

|  | Strongly disagree     | Disagree              | Neither disagree nor agree | Agree                 | Strongly agree        | N/A                   |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| ...gave everyone the chance to share and celebrate together'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...made me look at Hull's buildings and public spaces in a different way'                              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...provided me with a different experience of the city'  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...has introduced me to the work of Michael Pinsky for the first time'                                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...challenged my understanding of art'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...was an enjoyable experience'  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...made me feel more connected to the stories of Hull and its people'                                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...showed me that there is more to Hull than I expected'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...gave me the opportunity to interact with other people who I wouldn't have normally interacted with' | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

8. Please share any further comments you have about The City Speaks below:

LOOK UP - FULL AUDIENCE SURVEY (DRAFT)

YOUR EXPERIENCE - WASHED UP CAR-GO

\* 9. How likely or unlikely are you to recommend something like Washed Up Car-Go to friends or family, on a scale of 0 to 10, where 0 is very unlikely and 10 is very likely?

|                       |                       |                       |                       |                       |                       |                       |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Very unlikely         |                       |                       |                       |                       |                       |                       |                       |                       |                       |                       | Very likely           |
| 0                     | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                    |                       |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

\* 10. 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 Washed Up Car-Go? (Please select one option only for each statement)

|  | Strongly disagree     |                       |                       |                       |                       |                       |                       |                       |                       |                       |                       | Strongly agree        |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|  | 0                     | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                    |                       |
| It was an interesting idea                               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It was well produced and presented                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It was different from things I've experienced before     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It was thought-provoking                                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It was absorbing and held my attention                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would come to something like this again                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It is important that it's happening here (in Hull)       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It has something to say about the world in which we live | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It was well thought through and put together             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

\* 11. How far would you disagree or agree with the following statements? (Please select one option only for each statement)

'Washed Up Car-Go...

|  | Strongly disagree     | Disagree              | Neither disagree nor agree | Agree                 | Strongly agree        | N/A                   |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| ...made me look at Hull's buildings and public spaces in a different way'                              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...provided me with a different experience of the city'  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...has introduced me to the work of Chris Dobrowolski for the first time'                              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...challenged my understanding of art'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...was an enjoyable experience'  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...made me feel more connected to the stories of Hull and its people'                                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...showed me that there is more to Hull than I expected'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...gave me the opportunity to interact with other people who I wouldn't have normally interacted with' | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

12. Please share any further comments you have about Washed Up Car-Go below:





\* 15. How far would you disagree or agree with the following statements? (Please select one option only for each statement)

'The Train Track and the Basket...

|  | Strongly disagree     | Disagree              | Neither disagree nor agree | Agree                 | Strongly agree        | N/A                   |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| ...made me look at Hull's buildings and public spaces in a different way'                              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...provided me with a different experience of the city'  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...has introduced me to the work of Claire Barber for the first time'                                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...challenged my understanding of art'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...was an enjoyable experience'  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...made me feel more connected to the stories of Hull and its people'                                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...showed me that there is more to Hull than I expected'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...gave me the opportunity to interact with other people who I wouldn't have normally interacted with' | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

\* 16. On a scale of 0-10, where '0' is 'Nothing at all' and '10' is 'A lot', how much have you learnt about the following as a result of attending The Train Track and The Basket?

|  | Nothing at all<br>0   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | A lot<br>10           |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| The history of Hull Paragon Interchange        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Transmigration through Hull between 184 - 1914 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

\* 17. 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 | Agree                 | Strongly agree        |
|-------------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| ...more interesting     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| ...easier to understand | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |

18. As a result of seeing The Train Track and the Basket have you, or do you plan to do, any of the following? (Please tick all that apply)

- Undertake your own research into transmigration through Hull
- Undertake your own research into Hull Paragon Interchange
- Attend exhibitions about transmigration through Hull
- Attend events about transmigration through Hull
- Other (please specify)

19. Please share any further comments you have about The Train Track and the Basket below:



\* 22. How far would you disagree or agree with the following statements? (Please select one option only for each statement)

'Paper City...

|  | Strongly disagree     | Disagree              | Neither disagree nor agree | Agree                 | Strongly agree        | N/A or Don't know     |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| ...gave everyone the chance to share and celebrate together'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...made me look at Hull's buildings and public spaces in a different way'                              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...provided me with a different experience of the city'  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...has introduced me to G.F Smith for the first time'  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...challenged my understanding of art'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...was an enjoyable experience'  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...made me feel more connected to the stories of Hull and its people'                                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...showed me that there is more to Hull than I expected'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...gave me the opportunity to interact with other people who I wouldn't have normally interacted with' | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...has made me think that getting involved in a project as a volunteer looks like fun'                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...made me think about Hull's contribution to the world'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**23. Please share any further comments you have about Paper City below:**



\* 26. How far would you disagree or agree with the following statements? (Please select one option only for each statement)

'Bleached...

|  | Strongly disagree     | Disagree              | Neither disagree nor agree | Agree                 | Strongly agree        | N/A                   |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| ...made me look at Hull's buildings and public spaces in a different way'                              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...provided me with a different experience of the city'  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...has introduced me to the work of Tania Kovats for the first time'                                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...challenged my understanding of art'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...was an enjoyable experience'  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...showed me that there is more to Hull than I expected'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...gave me the opportunity to interact with other people who I wouldn't have normally interacted with' | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

27. Please share any further comments you have about Bleached below:





\* 30. How far would you disagree or agree with the following statements? (Please select one option only for each statement)

'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'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...made me look at Hull's buildings and public spaces in a different way'                              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...provided me with a different experience of the city'  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...has introduced me to the work of Bob and Roberta Smith for the first time'                          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...challenged my understanding of art'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...was an enjoyable experience'  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...showed me that there is more to Hull than I expected'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...gave me the opportunity to interact with other people who I wouldn't have normally interacted with' | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**31. Please share any further comments you have about This is a Freedom of Expression Centre below:**

YOUR EXPERIENCE - ELEPHANT IN THE ROOM

\* 32. How likely or unlikely are you to recommend something like Elephant in the Room to friends or family, on a scale of 0 to 10, where 0 is very unlikely and 10 is very likely?

|                       |                       |                       |                       |                       |                       |                       |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Very unlikely         |                       |                       |                       |                       |                       |                       |                       |                       |                       |                       | Very likely           |
| 0                     | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                    |                       |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

\* 33. 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 Elephant in the Room? (Please select one option only for each statement)

|  | Strongly disagree     |                       |                       |                       |                       |                       |                       |                       |                       |                       |                       | Strongly agree        |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|  | 0                     | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                    |                       |
| It was an interesting idea                               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It was well produced and presented                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It was different from things I've experienced before     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It was thought-provoking                                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It was absorbing and held my attention                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would come to something like this again                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It is important that it's happening here (in Hull)       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It has something to say about the world in which we live | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It was well thought through and put together             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

\* 34. How far would you disagree or agree with the following statements? (Please select one option only for each statement)

'Elephant in the Room...

|   | Strongly disagree     | Disagree              | Neither disagree nor agree | Agree                 | Strongly agree        | N/A                   |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| ...made me look at Hull's buildings and public spaces in a different way' | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...has introduced me to the work of Claire Morgan for the first time'     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...challenged my understanding of art'                                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...was an enjoyable experience'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...made me feel more connected to the stories of Hull and its people'     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...showed me that there is more to Hull than I expected'                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

\* 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's Maritime History as a result of attending 'Elephant In The Room'?

| Nothing at all | 0                     | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | A lot                 | 10                    |
|----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

\* 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 | Agree                 | Strongly agree        |
|-------------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| ...more interesting     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| ...easier to understand | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |

37. As a result of seeing 'Elephant In The Room' have you, or do you plan to do, any of the following? (Please tick all that apply)

- 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:

LOOK UP - FULL AUDIENCE SURVEY (DRAFT)

YOUR EXPERIENCE - A HALL FOR HULL

\* 39. How likely or unlikely are you to recommend something like A Hall for Hull to friends or family, on a scale of 0 to 10, where 0 is very unlikely and 10 is very likely?

|                       |                       |                       |                       |                       |                       |                       |                       |                       |                       |                       |                       |             |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------|
| Very<br>unlikely      |                       |                       |                       |                       |                       |                       |                       |                       |                       |                       |                       | Very likely |
| 0                     | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                    |                       |             |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |             |

\* 40. 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 A Hall for Hull? (Please select one option only for each statement)

|  | Strongly<br>disagree  |                       |                       |                       |                       |                       |                       |                       |                       |                       |                       | Strongly<br>agree     |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|  | 0                     | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9                     | 10                    |                       |
| It was an interesting idea                               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It was well produced and presented                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It was different from things I've experienced before     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It was thought-provoking                                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It was absorbing and held my attention                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would come to something like this again                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It is important that it's happening here (in Hull)       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It has something to say about the world in which we live | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| It was well thought through and put together             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

\* 41. How far would you disagree or agree with the following statements? (Please select one option only for each statement)

'A Hall for Hull...

|  | Strongly disagree     | Disagree              | Neither disagree nor agree | Agree                 | Strongly agree        | N/A                   |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| ...gave everyone the chance to share and celebrate together'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...made me look at Hull's buildings and public spaces in a different way'                              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...provided me with a different experience of the city'  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...has introduced me to the work of architects Pezo von Ellrichshausen for the first time'             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...has introduced me to the work of Artist elice Varini for the first time'                            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...challenged my understanding of art'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...was an enjoyable experience'  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...showed me that there is more to Hull than I expected'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...gave me the opportunity to interact with other people who I wouldn't have normally interacted with' | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

42. Please share any further comments you have about A Hall for Hull below:



\* 46. How far would you disagree or agree with the following statements? (Please select one option only for each statement)

'Floe...

|  | Strongly disagree     | Disagree              | Neither disagree nor agree | Agree                 | Strongly agree        | N/A                   |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| ...gave everyone the chance to share and celebrate together'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...made me look at Hull's buildings (The Deep) public spaces in a different way'                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...provided me with a different experience of the city'  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...has introduced me to the work of Heinrich and Palmer for the first time'                            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...challenged my understanding of art'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...was an enjoyable experience'  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...made me feel more connected to the stories of Hull and its people'                                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...showed me that there is more to Hull than I expected'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...gave me the opportunity to interact with other people who I wouldn't have normally interacted with' | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ...has made me think about Hull's contribution to the world'   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

47. Please share any further comments you have about 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 didn'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 didn'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:





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.**

\* 54. **Do you live in Hull?**

Yes

No

## LOOK UP - FULL AUDIENCE SURVEY (DRAFT)

### VISIT TO HULL

\* 55. Was your visit to Hull on the day you saw (visited) the Look Up artwork(s) mainly, partly or not at all due to the artwork(s)?

- Mainly  Partly  Not at all

\* 56. During your visit to Hull, when you last saw (visited) the Look Up artwork(s), how many other arts and cultural events / activities did you 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

\* 57. When you last saw (visited) the Look Up artwork(s) what was the main purpose of your visit to Hull? (Please select one answer only)

- Because Hull is UK City of Culture 2017  
 To take in some arts / heritage / culture generally  
 To visit family / friends  
 To attend business meetings or a conference although I normally work outside Hull  
 I was on a study trip  
 For general leisure purposes – shopping and eating out  
 Because I work in Hull  
 Just to see (visit) the Look Up artwork(s)  
 Other (please specify)

\* 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

\* 59. **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

\* 60. **Based on your experience during your visit when you saw (visited) the Look Up artwork(s), 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







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

OVERNIGHT VISITORS

\* 64. During your last visit, at the time you saw one or more of the Look Up artworks, how many nights did you stay in the area and how many days?

Number of nights:

Number of days:

65. 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)

\* 66. 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)

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

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 the UK, please enter country of residence)

(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 **one** answer only)

- |  |   |
|--|---|
| <input type="radio"/> Employed / working full or part time           | <input type="radio"/> Unable to work    |
| <input type="radio"/> Self-employed                                  | <input type="radio"/> Retired           |
| <input type="radio"/> Unemployed                                     | <input type="radio"/> Student           |
| <input type="radio"/> On a government scheme for employment training | <input type="radio"/> Prefer not to say |
| <input type="radio"/> Looking after family / home                    |   |

\* 70. How do you define your gender?

(Please select **one** answer only)

- |  |   |
|--|---|
| <input type="radio"/> Male                   | <input type="radio"/> Gender non-conforming |
| <input type="radio"/> Female                 | <input type="radio"/> Prefer not to say     |
| <input type="radio"/> Transgender            |   |
| <input type="radio"/> Other (please specify) |   |

\* 71. 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:** 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)
- Prefer not to say
- Please specify in this box if you wish:

\* 72. Which of the following age groups do you fall into?

(Please select **one** answer only)

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

\* 73. 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?

- |  |   |
|--|---|
| <input type="radio"/> Yes - limited a lot    | <input type="radio"/> No                |
| <input type="radio"/> Yes - limited a little | <input type="radio"/> Prefer not to say |

\* 74. How many people, including yourself, were in your group when you last saw (visited) a Look Up artwork?

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

**75. 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         |  |
| 3-5 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 |  |

AND FINALLY...

**\* 76. 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



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.

\* 77. Name:

78. Email address:

79. Telephone number: