

MOTIVATION TO ATTEND HUMBER STREET GALLERY

1. Which of the following describe your motivations for attending Dominoes?

And which of these was your **main** motivation?

	Motivation (please tick all that apply)	Main motivation (please tick one only)
To spend time with friends/family	<input type="checkbox"/>	<input type="checkbox"/>
For a special occasion	<input type="checkbox"/>	<input type="checkbox"/>
For peace and quiet	<input type="checkbox"/>	<input type="checkbox"/>
To be intellectually stimulated	<input type="checkbox"/>	<input type="checkbox"/>
To be entertained	<input type="checkbox"/>	<input type="checkbox"/>
To be inspired	<input type="checkbox"/>	<input type="checkbox"/>
To do something new/out of the ordinary	<input type="checkbox"/>	<input type="checkbox"/>
To learn something	<input type="checkbox"/>	<input type="checkbox"/>
To enjoy the atmosphere	<input type="checkbox"/>	<input type="checkbox"/>
For reflection	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor Arts are an important part of who I am	<input type="checkbox"/>	<input type="checkbox"/>
To escape from everyday life	<input type="checkbox"/>	<input type="checkbox"/>
For academic reasons	<input type="checkbox"/>	<input type="checkbox"/>
For professional reasons	<input type="checkbox"/>	<input type="checkbox"/>
To entertain my children	<input type="checkbox"/>	<input type="checkbox"/>
To educate/stimulate my children	<input type="checkbox"/>	<input type="checkbox"/>
I was passing by	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify below)	<input type="checkbox"/>	<input type="checkbox"/>

Please specify:

YOUR EXPERIENCE

2. How would you rate the following in relation to Dominoes?

(Please select one option only for each)

	Very poor	Poor	Neither poor nor good	Good	Very good	N/A or Don't know
Quality of the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The whole experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. On a scale of 0-10, how likely is it that you would recommend Dominoes to a friend, family member or colleague, with 0 being 'Not likely at all' and 10 being 'Extremely likely'? (Please tick one only)

Not likely at all	0	1	2	3	4	5	6	7	8	9	Extremely likely	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"/>

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

(Please select one option only for each statement)

Dominoes...

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

Please provide a brief explanation for your answer:

...was an enjoyable experience

Please provide a brief explanation for your answer:

...introduced me to parts of the city centre I had not been to before

Please provide a brief explanation for your answer:

...encouraged me to explore the city centre

Please provide a brief explanation for your answer:

5. 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 Dominoes? (Please select one option only for each statement)

	Disagree	0	1	2	3	4	5	6	7	8	9	Agree	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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<input type="radio"/>
It is important that it's happening here	<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"/>	<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"/>	<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"/>	<input type="radio"/>

6. On a scale of 0-10, how interested would you be to attend and / or take part in an Absolutely Cultured project in future as a result of your experience at Dominoes, where 0 is 'Not at all interested' and 10 is 'Extremely interested'?

- **Attending** = as an audience member / spectator;
- **Taking part** = actively participating.

	Not at all interested	0	1	2	3	4	5	6	7	8	9	Extremely interested
Interest in attending Absolutely Cultured projects in future	<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"/>
Interest in taking part in Absolutely Cultured projects in future	<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"/>

7. Did you make use of the Dominoes map?

- Yes No Don't remember

DOMINOES MAP

8. On a scale of 0-10, how satisfied were you with the Dominoes map, where 0 is 'Not at all satisfied' and 10 is 'Extremely satisfied'?

Not at all satisfied										Extremely satisfied
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"/>

9. How much do you disagree or agree with the following statement about the Dominoes map:

The Dominoes map led me/us on a journey of discovery

Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly disagree	N/A or Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. How, if at all, could the Dominoes map have been improved?

HULL VOLUNTEERS

11. How far would you disagree or agree with the following statements about your interactions with Hull volunteers at the Dominoes event?

(Please tick one option only for each statement)

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	Don't know or N/A
I felt welcomed by the volunteers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The volunteers were knowledgeable about the Dominoes event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because of my interaction with the volunteers I was able to enjoy Dominoes more than I otherwise would have	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because of my interaction with the volunteers I got more out of Dominoes than I otherwise would have	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

MARKETING

12. How did you find out about Dominoes? (Please tickall that apply)

- Friends/family/colleagues - told me in person
- Friends/family colleagues – via social media / email
- Hull Volunteer - told me or via social media / email
- www.absolutelycultured.co.uk
- Absolutely Cultured Facebook / Twitter / Instagram
- Absolutely Cultured e-newsletter
- www.visithull.org
- Visit Hull & East Yorkshire Facebook / Twitter / Instagram / e-newsletter
- Visit Hull & East Yorkshire e-newsletter
- Other website (please specify)
- Other organisation Facebook / Twitter / Instagram / YouTube / Flickr (please specify)
- Billboards
- Lamppost banners
- Printed fliers/maps
- Listing information in the YUM Festival brochure
- Information Hub at Hull Paragon Interchange
- Hull Daily Mail
- Other newspapers
- TV
- Radio
- Don't remember
- Other (please specify)

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

13. Did you (or your children) take part in any of the following Dominoes warm-up activity prior to attending the event?

(Please tick all that apply)

- Dominoes volunteer training
- Dominoes community events on the Thornton Estate
- My child's school took part in Dominoes activities
- None of these

14. Do you know the new name of the legacy company for Hull UK City of Culture 2017?

- Yes
- No
- Not sure

If yes, please can you state the name:

15. Were you aware that Dominoes was produced by Absolutely Cultured?

- Yes
- No
- Not sure

16. Prior to Dominoes, have you attended Outdoor Arts events in Hull city centre before (e.g. Made in Hull, Freedom Festival, Duckie Summer Tea Party)?

- Yes, in the last 12 months
- No, this is my first time
- Yes, between one and two years ago
- Don't remember

NUMBER OF VISITS

17. In the previous question you stated that you had attended Outdoor Arts events in Hull city centre in the last 12 months. Including today, how many times have you attended Outdoor Arts events in Hull city centre in the last 12 months?

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 and how your visit has impacted upon the city.

18. Do you live in Hull?

Yes

No

VISIT TO HULL

19. Was your visit to Hull on the day you attended Dominoes mainly, partly or not at all due to the event?

- Mainly Partly Not at all

20. Did you visit just for the day, or did you stay overnight when you attended Dominoes?

- Just for the day Stayed overnight

OVERNIGHT VISITORS

21. During your the visit, at the time you attended Dominoes, how many nights did you stay in the area and how many days?

Number of nights:

Number of days:

22. 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)

23. 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.

24. How much do you estimate you spent on you and others with you on the following during your visit to Hull, when you attended Dominoes? (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)

Food and drink

Shopping

Travel and transport (including parking)

Other 'attractions'

'Spending money' for children

Other

ABOUT YOU

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.

25. What is your post code? If you live outside the UK, please enter country of residence. (This data will only be used for evaluation purposes)

26. Which of the following best describes your employment status?(Please tick **one** only)

- Employed / working full or part time
- Self-employed
- Unemployed
- On a government scheme for employment training
- Looking after family / home
- Unable to work
- Retired
- Student
- Prefer not to say

27. How do you define your gender? (Please tick **one** only)

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

28. How would you describe your ethnic background?

(Please tick **one** answer only)

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

29. Which of the following age groups do you fall into?

(Please tick **one** only)

- | | | |
|-----------------------------------|-----------------------------------|---|
| <input type="radio"/> 16-19 years | <input type="radio"/> 45-49 years | <input type="radio"/> 75-79 years |
| <input type="radio"/> 20-24 years | <input type="radio"/> 50-54 years | <input type="radio"/> 80-84 years |
| <input type="radio"/> 25-29 years | <input type="radio"/> 55-59 years | <input type="radio"/> 85+ years |
| <input type="radio"/> 30-34 years | <input type="radio"/> 60-64 years | <input type="radio"/> Prefer not to say |
| <input type="radio"/> 35-39 years | <input type="radio"/> 65-69 years | |
| <input type="radio"/> 40-44 years | <input type="radio"/> 70-74 years | |

30. 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?

(Please tick **one** only)

- Yes - limited a lot
- Yes - limited a little
- No
- Prefer not to say

31. Did you come to Dominoes with other people?

- Yes
- No

ABOUT YOUR GROUP

32. In the previous question you said that you came to Dominoes with other people. How many of those you visited with are aged... (*this does not include yourself*)

Under 16

16 or older

ANYTHING ELSE?

33. If there is anything else that you would like to share with us about your experience of Dominoes, please do so in the box below:

AND FINALLY...

34. Would you be happy for Absolutely Cultured or their official evaluators to contact you to take part in future research?

Yes

No

35. Would you like to sign up to the Absolutely Cultured newsletter?

(We will not provide any of the personal information you give to us to any third party without your consent)

Yes

I have already opted in to receive information

No

CONTACT DETAILS

You previously stated 'Yes' in response to one or more of the questions on the previous page. In order for us to be able to action this request, 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.

36. Name:

37. Email address:

38. Telephone number: