

# QUESTIONNAIRES

## LEICESTER: LOCALS' QUESTIONNAIRE

1. Age [open-ended question]
2. Gender
  - a. Female
  - b. Male
3. Do you know any cultural and creative district in Leicester? [Spontaneous awareness]
  - a. Yes
  - b. No
4. Do you know the CQ Art? [Suggested awareness]
  - a. Yes
  - b. No
5. Do you know the St George's Quarter? [Suggested awareness]
  - a. Yes
  - b. No
6. Do you know the LCB Depot?
  - a. Yes
  - b. No
7. Do you know the Curve?
  - a. Yes
  - b. No
8. Do you know the Phoenix?
  - a. Yes
  - b. No
9. Do you know other activities developed there?
  - a. Yes
  - b. No
10. How did you know the CQ Art?
  - a. I don't know
  - b. [Open-ended question]
11. Do you usually visit it?
  - a. Yes
  - b. No
12. If yes, why? [Open-ended question]
13. Do you know its logo?
  - a. Yes
  - b. No
14. Do you recognise this logo or visual identity?

The logo for CQart, featuring the text "CQart | in leicester's cultural quarter" in white on an orange background, with a circular icon containing the letters "CQART" to the right.

  - a. Yes
  - b. No
15. Do you feel these kinds of places are important in the city?
  - a. Yes
  - b. No
16. Why? [Open-ended question]

## LEICESTER: TOURISTS' QUESTIONNAIRE

### QUESTIONARIO – TURISTAS – LEICESTER

1. Age [open-ended question]
2. Gender
  - a. Female
  - b. Male
3. Do you know any cultural and creative district in Leicester? [Spontaneous Awareness]
  - a. Yes
  - b. No
4. Do you know the CQ Art? [Suggested Awareness]
  - a. Yes
  - b. No
5. Do you know the St George's Quarter? [Suggested Awareness]
  - a. Yes
  - b. No
6. Do you know the LCB Depot?
  - a. Yes
  - b. No
7. Do you know the Curve?
  - a. Yes
  - b. No
8. Do you know the Phoenix?
  - a. Yes
  - b. No
9. Do you know other activities developed there?
  - a. Yes
  - b. No
10. How did you know the CQ Art?
  - a. I don't know
  - b. [Open-ended question]
11. Do you usually visit it?
  - a. Yes
  - b. No
12. If yes, why? [Open-ended question]
13. Do you know its logo?
  - a. Yes
  - b. No
14. Do you recognise this logo or visual identity?
  - a. Yes
  - b. No
15. Do you feel these kinds of places are important in the city?
  - a. Yes
  - b. No
16. Why? [Open-ended question]

## LEICESTER: USERS' QUESTIONNAIRE

*St. George's Quarter (CQ Art) – CULTURAL AND CREATIVE DISTRICTS*

*This questionnaire is being conducted by Jennifer Garcia of Complutense University of Madrid as part of my thesis on the 'city and district branding'. The questionnaire is aimed at users of the St. George's Quarter (CQ Art), and its use as a cultural and creative district.*

*I am asking you to complete the questionnaire – participation is entirely voluntary and proceeding with the questionnaire will be treated as consent to participate. If you have any questions about this project, you can contact me at [jennigar@ucm.es](mailto:jennigar@ucm.es).*

*Questions marked with an \* are compulsory.*

### **About You**

1. What is your age? \*
  
2. What is your Gender? \*
  - a. Male
  - b. Female
  - c. Other
  
3. What is your current economic status? \*
  - a. In work
  - b. Not working
  - c. Retired
  - d. Student/in education
  - e. Other
  - f. Prefer not to say

### **Cultural and Creative Districts**

Cultural and creative districts can be understood as places of a 'high culture'. With that in mind:

1. Do you think creative and cultural districts are important in our cities? \*
  - a. Yes
  - b. No
  - c. Not sure
  
2. Why? \* [Open-ended question]
  
3. Would you recognise St. George's Quarter as being a Cultural and Creative District? \*
  - a. Yes
  - b. No
  - c. Not sure

4. Why? [Open-ended question]

**Visiting St. George's Quarter**

5. Have you visited any of the following places in the St. George's Quarter before? Do you regularly visit? (Tick all that apply)

	I have visited	Regular Visit
LCB Depot		
Curve		
Phoenix		
Chutney Ivy		
The Exchange		
Ramada Encore		
Leicester		
Makers Yards		
The Leicester Print Workshop		
Other (please specify below)		

6. How often do you visit the St. George's Quarter? \*

- a. Weekly
- b. Monthly
- c. Once or twice per year
- d. Less frequently

7. What prompts your visit the St. George's Quarter? (Tick all that apply) \*

- a. Work
- b. Visiting cultural venues
- c. Attending an event
- d. Less frequently
- e. Food offering and independent pubs
- f. Day out with family
- g. Meeting Friends
- h. Physical recreation
- i. Learning / Workshop
- j. Recommended by others / Word-of-mouth
- k. Tourist attraction
- l. Other: [Specify]

8. Who do you most often visit the St. George's Quarter with? (Tick all that apply)\*

- a. Alone
- b. Friends
- c. Family
- d. As part of special interest group
- e. Colleagues
- f. Other: [Specify]

9. How do you typically travel to the St. George's Quarter? (Select 1 option) \*

- a. Walk
- b. Car
- c. Public transport: bus or metro
- d. Taxi
- e. Cycle
- f. Other: [Specify]

10. How do you find out about what's on locally? \*

- a. Facebook
- b. Twitter
- c. Local paper / magazine
- d. Instagram
- e. Listing
- f. Venue website
- g. Partner website
- h. Other: [Specify]

### **The St. George's Quarter Brand**

11. Have you ever heard of the St. George's Quarter logo –CQ Art logo-? \*

- a. Yes
- b. No


12. Now, please take a moment to look at the logo. Do you recognise it? Have you ever seen it? \*



- a. Yes
- b. No

13. Where have you seen it? [Open-ended question]

## NEWCASTLE UPON TYNE: LOCALS' QUESTIONNAIRE

1. Age [Open-ended question]
  2. Gender
    - a. Female
    - b. Male
  3. Do you know the any cultural and creative district in Newcastle Upon Tyne? [Spontaneous awareness]
    - a. Yes
    - b. No
  4. Do you know the Ouseburn Valley's cultural and creative district? [Suggested awareness]
    - a. Yes
    - b. No
  5. Do you know the Ouseburn Valley?
    - a. Yes
    - b. No
  6. Do you know the Ouseburn Trust?
    - a. Yes
    - b. No
  7. Do you know the Victoria Tunnel
    - a. Yes
    - b. No
  8. Do you know the Seven Stories Library?
    - a. Yes
    - b. No
  9. Do you know the other activities developed there?
    - a. Yes
    - b. No
  10. How did you know the Ouseburn Valley?
    - a. I don't know
    - b. [Open-ended question]
  11. Do you usually visit it?
    - a. Yes
    - b. No
  12. If yes, why? [Open-ended question]
- 
13. Do you know its logo?
    - a. Yes
    - b. No
  14. Do you recognise this logo or visual identity?
    - a. Yes
    - b. No
  15. Do you feel these kinds of places are important in the city?
    - a. Yes
    - b. No
  16. Why? [Open-ended question]

## NEWCASTLE UPON TYNE: TOURISTS' QUESTIONNAIRE

1. Age [Open-ended question]
2. Gender
  - a. Female
  - b. Male
3. Do you know the any cultural and creative district in Newcastle Upon Tyne? [Spontaneous awareness]
  - a. Yes
  - b. No
4. Do you know the Ouseburn Valley's cultural and creative district? [Suggested awareness]
  - a. Yes
  - b. No
5. Do you know the Ouseburn Valley?
  - a. Yes
  - b. No
6. Do you know the Ouseburn Trust?
  - a. Yes
  - b. No
7. Do you know the Victoria Tunnel
  - a. Yes
  - b. No
8. Do you know the Seven Stories Library?
  - a. Yes
  - b. No
9. Do you know the other activities developed there?
  - a. Yes
  - b. No
10. How did you know the Ouseburn Valley?
  - a. I don't know
  - b. [Open-ended question]
11. Do you usually visit it?
  - a. Yes
  - b. No
12. If yes, why? [Open-ended question]
13. Do you know its logo?
  - a. Yes
  - b. No
14. Do you recognise this logo or visual identity?
  - a. Yes
  - b. No
15. Do you feel these kinds of places are important in the city?
  - a. Yes
  - b. No
16. Why? [Open-ended question]



## NEWCASTLE UPON TYNE: USERS' QUESTIONNAIRE

*This questionnaire is being conducted by Jennifer Garcia of Complutense University of Madrid as part of my thesis on the 'city and district branding'. The questionnaire is aimed at users of the Ouseburn Valley, and its use as a cultural and creative district.*

*I am asking you to complete the questionnaire – participation is entirely voluntary and proceeding with the questionnaire will be treated as consent to participate. If you have any questions about this project, you can contact me at [jennigar@ucm.es](mailto:jennigar@ucm.es).*

*Questions marked with an \* are compulsory.*

### About You

1. What is your age? \*
2. What is your Gender? \*
  - a. Male
  - b. Female
  - c. Other
3. What is your current economic status? \*
  - a. In work
  - b. Not working
  - c. Retired
  - d. Student/in education
  - e. Other
  - f. Prefer not to say

### Cultural and Creative Districts

Cultural and creative districts can be understood as places of a 'high culture'. With that in mind:

1. Do you think creative and cultural districts are important in our cities? \*
  - a. Yes
  - b. No
  - c. Not sure
2. Why? \* [Open-ended question]
3. Would you recognise the Ouseburn Valley as being a Cultural and Creative District? \*
  - a. Yes
  - b. No
  - c. Not sure

4. Why? [Open-ended question]

### Visiting the Ouseburn Valley

5. Have you visited any of the following places in the Ouseburn Valley before? Do you regularly visit? (Tick all that apply)

	I have visited	Regular Visit
Northern Print		
Seven Stories		
Victoria Tunnels		
Stepney Banks Stables		
Chilly Studios		
Ouseburn Farm		
Climb Newcastle		
The Holy Biscuit		
Cycle Hub		
Biscuit Factory		
Other (please specify below)		

6. How often do you visit the Ouseburn? \*
  - a. Weekly
  - b. Monthly
  - c. Once or twice per year
  - d. Less frequently
7. What prompts your visit the Ouseburn? (Tick all that apply) \*
  - a. Work
  - b. Visiting cultural venues
  - c. Attending an event
  - d. Less frequently
  - e. Food offering and independent pubs
  - f. Day out with family



- g. Meeting Friends
- h. Physical recreation
- i. Learning / Workshop
- j. Recommended by others / Word-of-mouth
- k. Tourist attraction
- l. Other: [Specify]

8. Who do you most often visit Ouseburn?  
(Tick all that apply) \*

- a. Alone
- b. Friends
- c. Family
- d. As part of special interest group
- e. Colleagues
- f. Other: [Specify]

9. How do you typically travel to the Ouseburn? (Select 1 option) \*

- a. Walk
- b. Car
- c. Public transport: bus or metro
- d. Taxi
- e. Cycle
- f. Other: [Specify]

10. How do you find out about what's on locally? \*

- a. Facebook
- b. Twitter
- c. Local paper / magazine
- d. Instagram
- e. Listing
- f. Venue website
- g. Partner website
- h. Other: [Specify]

**The Ouseburn Brand**

11. Have you ever heard of the Ouseburn Valley logo? \*

- a. Yes
- b. No

12. Now, please take a moment to look at the logo. Do you recognise it? Have you ever seen it? \*

- a. Yes
- b. No



13. Where have you seen it? [Open-ended question]