

Monmouthshire Vendor Survey

Q1 Have you participated in this event as a temporary vendor previously?

- Yes (1)
- No (2)

Q2 If yes, how many times have you participated in this event?

- 1-3 (1)
- 4-6 (2)
- 7-9 (3)
- 10 times or more (4)

Q3 Why are you attending this event?

- To sell goods/services (1)
- To raise awareness of a campaign (2)
- To raise awareness of a charity (3)
- To create sales leads (4)
- Other, please specify (5) _____

Q4 How successful has the event been in allowing you to achieve this/these objective(s)?

- Very successful (1)
- Successful (2)
- Not very successful (3)
- Not at all successful (4)
- Don't know/not applicable (5)

Q5 Are you from the...

- Private sector (1)
- Public sector (2)
- Charity (3)

Q6 How did you hear about today's event?

- Just discovered by chance (1)
- Council publicity (2)
- Contacted by the Event Organiser (3)
- Email/e-newsletter (4)
- Event poster/leaflet/flyer (5)
- Event Website (6)
- Other Website (please specify) (7)
- Local newspaper (8)
- National newspaper (9)
- Magazine (10)
- Radio (11)
- Social media (12)
- Text (13)
- TV (14)
- Word of mouth (15)
- Other - Please specify (16) _____

Q7 How long will you be participating for?

- Whole event (1)
- Part of the event (2)

Q8 How does the cost of participating in this event compare to other similar scale events you participate in?

- A lot cheaper (1)
- A little cheaper (2)
- Don't know/Not sure (3)
- A little more expensive (4)
- A lot more expensive (5)

Q10 Please estimate your expenditure on the following as a result of participating in this event

	£1-20 (1)	£21-40 (2)	£41-60 (3)	£61-80 (4)	£81-100 (5)	£101+ (6)
Accommodation (1)	<input type="radio"/>					
Stall/pitch cost (2)	<input type="radio"/>					
Food and drink (3)	<input type="radio"/>					
Transport (getting to and from the event) (4)	<input type="radio"/>					
Shopping inc gifts and souvenirs (5)	<input type="radio"/>					

Q11 Please estimate your profit as a result of participating in this event

- (1)
- £201-500 (2)
- £501-1,000 (3)
- £1,001-2,000 (4)
- £2,001-5,000 (5)
- £5,000+ (6)
- Not applicable (7)

Q12 Is it likely that you would participate in this event again in the future?

- Very likely (1)
- Likely (2)
- Don't know/Not sure (3)
- Unlikely (4)
- Very unlikely (5)

Q13 Would you recommend this event to other businesses/organisations/charities?

- Yes (1)
- No, please explain: (2) _____

Q14 Do you feel that the event has enhanced your perception of Monmouthshire?

- Yes (1)
- No, please explain: (2) _____

Q15 To what extent do you think that aspects of Monmouthshire's local character were evident during the event:

- Very evident (1)
- Evident (2)
- Slightly evident (3)
- Not evident (4)

Q16 During your visit did you/are you intending to do any of the following:

- Upload photos to the internet eg. Flickr or Facebook (1)
- Update your Facebook status about your visit (2)
- Tweet about your visit (3)
- Blog about your visit (4)
- Leave reviews on websites such as TripAdvisor (5)
- Instant messaging via MSN (6)
- Upload videos to the internet i.e. You Tube (7)
- None of these (8)

Q17 How could businesses/organisations/charities could best be made aware of similar events in the future? Tick all boxes that apply.

- Council newspaper (1)
- Direct contact from the event organisers (2)
- Email/e-newsletter (3)
- Event poster/leaflet (4)
- Event Website (5)
- Local newspaper (6)
- National newspaper (7)
- Magazine (8)
- Website (9)
- Radio (10)
- Social media (11)
- Text (12)
- TV (13)
- Other - Please specify (14) _____

Q18 Business / Organisation / Charity name

Q19 Email

Q20 Telephone

Q21 Website

Q22 Which of the following best describes your business / organization / charity?

- Micro (0-9 employees) (1)
- Small (10-49 employees) (2)
- Medium (50-249 employees) (3)
- Large (250+ employees) (4)

Q23 Who else is participating on the stall/pitch with you?

- Nobody (1)
- Partner/Spouse (2)
- Your child/children (3)
- Other family members (4)
- Friends (5)
- Other employees (6)
- Someone else (please specify) (7) _____

Q24 Please provide the first part of your business / organization / charity post code (e.g. NP25) if you are based in the UK