Мо	nmouthshire Event Attendee Survey - Copy
O	Have you attended this event previously? Yes (1) No (2)
Q2	How did you hear about the event?
\mathbf{O}	Just discovered by chance (1)
\mathbf{O}	Council publicity (2)
\mathbf{C}	Email/e-newsletter (3)
\mathbf{O}	Event poster/leaflet/flyer (4)
\mathbf{C}	Event Website (5)
O	Other Website, please specify: (6)
0	Local newspaper (7)
O	National newspaper (8)
	Magazine (9)
	Radio (10)
	Social media (11)
	Text (12)
	TV (13)
	Determined by prior knowledge (16)
	Word of mouth (14)
0	Other, please specify: (15)
Q3	How far have you travelled (in miles) to visit today's event?
	0-50 (1)
	51-100 (2)
	101-150 (3)
	151-200 (4)
	201-250 (5)
	251-300 (6)
\mathbf{O}	301-350 (7)

351-400 (8)
401-450 (9)
451-500 (10)
500 or more (11)

Q4 How did you travel to the event today?
O Private car (1)
O Hire car (2)
O Train (3)
O Regular bus/coach (4)
O Organized coach tour (5)
O Taxi (6)
On foot (7)
O Motorcycle (8)
O Bicycle (9)
O Motorized caravan/camper/dormobile (10)
O Other, please specify (11)
Q5 Why did you come to today's event?
O Found a good accommodation deal (1)
O Recommendation from a relative or friend (2)
O Special occasion/celebration (3)
O Been to the event before (4)
O Read an article in a newspaper/magazine (5)
O An advertisement (6)
O A TV programme (7)
O Particular interest in the theme of the event (8)
O Particular interest in the town/area (9)
O To visit a particular attraction, please specify: (10)
Q6 How long will you be staying at the event?
O Up to 2 hours (1)
O 3-4 hours (2)
O Full duration of the event (3)
Q7 What did you think of the event overall?
O Very good (1)
O Good (2)
O OK (3)
O Poor (4)
O Very poor (5)

Q8 How satisfied or dissatisfied are you with the following elements of the event?

QO I IOW Satisfied	ı						ı
	Extremely satisfied (1)	Moderately satisfied (2)	Slightly satisfied (3)	Neither satisfied nor dissatisfied (4)	Slightly dissatisfied (5)	Moderately dissatisfied (6)	Extremely dissatisfied (7)
Pre event information (1)	0	O	O	0	O	0	•
Event website (2)	O	O	O	O	O	O	O
Ease of booking (3)	O	O	O	O	O	O	O
Venue suitability (4)	O	O	O	O	O	O	O
Price of admission for ticketed events (5)	0	0	0	0	0	0	•
Number of free to view events (6)	•	•	O	•	0	•	•
Organization of the event (7)	O	0	O	O	O	O	•
Ease of access to the location (9)	•	•	•	•	•	•	•
Parking (10)	O	O	O	O	O	O	0
Signposting to the event (11)	O .	O	O	O	O	O	O
Signposting at the event (12)	O	0	O	0	0	0	0
Value for money of food and drink (13)	•	•	O	•	•	•	O
The choice of food and drink (14)	•	•	O	•	•	•	•
Availability of local produce (15)	•	•	•	•	•	•	•
Quality of goods for sale (16)	O .	O	O	O	O	O	O
Spectator area (17)	O	0	O	0	0	0	O
The range of activities/exhibits (18)	•	•	•	•	•	•	•
Crowd	0	0	0	0	0	0	0

management (19) Traffic Flow (20) O O O O O O O O O O O O O								
Traffic Flow (20) Litter Management (21) Recycling Opportunities (22) Disabled Access (24) Q9 Do you think that attending this event will change your behaviour? e.g. Taking up the sport, increasing your participation in sport, eating a more healthy diet, buying more local produce, supporting a charity etc. Yes (1) No (2) If yes, please explain (3) Q10 Would you come to this event again in the future? Yes (1) No (2) If no, why? (3) Q11 Would you recommend this event to others? Yes (1) No (2) If no, why? (3) Q12 During your visit to this event, did you/are you intending to do any of the following: Upload photos to the internet e.g. Flickr or Facebook (1) Update your Facebook status about the event (2) Tweet about the event (3) Blog about the event (4) Leave reviews on websites such as TripAdvisor (5) Instant messaging (WhatsApp etc.) (6) Upload event videos to the internet i.e. You Tube (7)		_						
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·		sport, increasing y produce, supporting Yes (1) Yes (1) No (2) If yes, please of Yes (1) No (2) If no, why? (3) Q11 Would you recovery (2) Yes (1) No (2) If no, why? (3) Q12 During your volumed your plant your your your your your your your your	commend the event (3) event (4) on websites ging (Whats/	vent again in setc. vent again in setc. vent, did you, set eg. Flickrottus about the second as Trip. App etc.) (6)	eating a months the future? hers? vare you into r Facebook event (2) Advisor (5)	ending to do a	et, buying mo	re local

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Q1	3 How could you be made aware of a similar event in the future? Tick all boxes that
apı	oly.
O	Council newspaper (1)
\mathbf{O}	Email/e newsletter (2)
\mathbf{O}	Event poster/leaflet (3)
O	Event Website (4)
O	Local newspaper (5)
O	National newspaper (6)
	Magazine (7)
O	Website (8)
	Radio (9)
O	Social media (10)
O	Text (11)
	TV (12)
	Word of Mouth (13)
O	Other, please specify (14)
	4 How would you suggest you could best be made aware of a similar event in the
	ure? Tick all boxes that apply.
	Council newspaper (1)
	Email/e newsletter (2)
	Event poster/leaflet (3)
	Event Website (4)
	Local newspaper (5)
	National newspaper (6)
	Magazine (7)
	Website (8)
	Radio (9)
	Social media (10)
	Text (11)
	TV (12)
	Word of Mouth (13)
O	Other, please specify (14)

QΙ	5 How would you suggest you could best be made	aware or a similar ever
fut	ure? Tick all boxes that apply.	
O	Council newspaper (1)	
O	Email/e newsletter (2)	
O	Event poster/leaflet (3)	
\mathbf{C}	Event Website (4)	
\mathbf{C}	Local newspaper (5)	
O	National newspaper (6)	
O	Magazine (7)	
O	Website (8)	
\mathbf{C}	Radio (9)	
\mathbf{C}	Social media (10)	
O	Text (11)	
O	TV (12)	

Q16 How much have you/will you spend on each of the following at the event?

O Other, please specify (14)

O Word of Mouth (13)

	£1-20 (1)	£21-40 (2)	£41-60 (3)	£61-80 (4)	£81-100 (5)	£101+ (6)
Tickets (1)	0	0	0	0	0	0
Food and drink (2)	0	0	0	0	0	O
Transport (getting to and from the event) (3)	0	0	•	•	•	•
Purchases incl gifts and souvenirs (4)	0	0	•	•	•	0

Q1	7 How would you describe the main purpose of your visit to (the town) today?
\mathbf{O}	Event only (1)
\mathbf{O}	On holiday or short break (2)
\mathbf{O}	Touring around (3)
\mathbf{O}	Mainly event (4)
\mathbf{O}	Leisure activity e.g. walking, cycling, meal out, to visit an attraction (5)
\mathbf{O}	VFR (6)
\mathbf{O}	Shopping (7)
\mathbf{O}	Business (incl. work nearby) (8)
\mathbf{O}	Resident in town (9)

Q18 Have you visited Monmouthshire before? • Yes (1) • No (2)
Q19 How long will you be staying in Monmouthshire? A few hours (1) A day (2) 1-2 nights (3) 3-4 nights (4) 5-6 nights (5) Longer (6)
Q20 If staying one or more nights, what type of accommodation will you be staying in? O Hotel/inn (1) O Guesthouse/B&B (2) O Self-catering (3) O Caravan/camping (4) O Hostel-style (5) O Second home (6) O Staying with friends or relatives (7) O Other (please specify) (8)
Q21 Will you be visiting any other events/attractions or activities in Monmouthshire on your visit? O No (1)
Yes, please specify: (2)
Q22 Has your visit to the event made it more or less likely that you will revisit Monmouthshire in the future? O More likely (1) O Less likely (2) O No change (3)
Q23 To what extent do you think that aspects of Monmouthsire's local character were evident during the event Very evident (1) Evident (2) Slightly evident (3) Not evident (4)
Q24 Do you feel that the event has enhanced your perception of Monmouthshire? O Yes (1) O No, please specify: (2)

Q25 How much have you/will you spend on each of the following in Monmouthshire during the course of your visit?

	£1-20 (1)	£21-40 (2)	£41-60 (3)	£61-80 (4)	£81-100 (5)	£101+ (6)
Food and drink (1)	0	•	0	0	0	0
Transport (2)	O	•	•	0	O	O
Accommodation (3)	O	O	•	•	O	O
Gifts and souvenirs (4)	O	O	O	O	O	O
General shopping (5)	O	O	O	O	O	O
Leisure activities/attractions (6)	•	•	•	•	•	O

\mathbf{O}	Male (1)
O	Female (2)
	. ,
Q2	7 Age group
\mathbf{O}	16 - 19 (1)
0	20 - 24 (2)
\mathbf{O}	25 - 29 (3)
\mathbf{O}	30 - 34 (4)
0	35 - 39 (5)
0	40 - 44 (6)
\mathbf{O}	45 - 49 (7)
\mathbf{O}	50 - 54 (8)
\mathbf{O}	55 - 59 (9)
\mathbf{O}	60 - 64 (10)
\mathbf{O}	65 - 69 (11)
\mathbf{O}	70 - 74 (12)
\mathbf{O}	75 - 79 (13)
0	80 - 84 (14)

Q26 Gender

Q28 Which of the following best describes what you are doing at present?

- O Working full-time (more than 30 hours per week) (1)
- O Working part-time (30 hours or less per week) (2)
- O Student (3)

3 85 - 90 (15)9 90 and over (16)

- O Retired (4)
- O Full-time carer (5)
- O Unemployed (6)
- **O** Other (7)

Q2	9 what is your ethnic group? Choose one option that best describes your ethnic group
or	background
\mathbf{O}	White (1)
\mathbf{O}	Mixed / Multiple ethnic groups (2)
\mathbf{O}	Asian/Asian British (3)
\mathbf{O}	Black / African / Caribbean / Black British (4)
0	Other ethnic group (5)
Q3	30 Who else is with you today?
O	Nobody (1)
O	Partner/Spouse (2)
O	Your child/children (3)
O	Other family members (4)
O	Friends (5)
\mathbf{O}	An organized group (6)
0	Someone else (please specify) (7)
	1 How many people are in your party, including yourself? Adults (1) Children (2)

Q32 Please provide the first part of your post code (e.g. NP25) if you are resident in the UK

or Country if not resident in the UK.