O	Have you participated in this event as a temporary vendor previously? Yes (1) No (2)
O O	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)
	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)
0000	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)
O	Are you from the Private sector (1) Public sector (2) Charity (3)

Monmouthshire Vendor Survey

Q6	How did you hear about today's event?
O	Just discovered by chance (1)
\mathbf{O}	Council publicity (2)
\mathbf{O}	Contacted by the Event Organiser (3)
O	Email/e-newsletter (4)
\mathbf{O}	Event poster/leaflet/flyer (5)
\mathbf{O}	Event Website (6)
\mathbf{O}	Other Website (please specify) (7)
\mathbf{O}	Local newspaper (8)
\mathbf{O}	National newspaper (9)
\mathbf{O}	Magazine (10)
O	Radio (11)
O	Social media (12)
O	Text (13)
O	TV (14)
O	Word of mouth (15)
O	Other - Please specify (16)
Q7	How long will you be participating for?
\mathbf{O}	Whole event (1)
O	Part of the event (2)
	How does the cost of participating in this event compare to other similar scale events you ticipate in?
\mathbf{O}	A lot cheaper (1)
O	A little cheaper (2)
O	Don't know/Not sure (3)
O	A little more expensive (4)
O	A lot more expensive (5)

Q9 How satisfied or dissatisfied are you with the following elements of the event?

	Extremely satisfied (1)	Moderately satisfied (2)	Slightly satisfied (3)	Neither satisfied nor dissatisfied (4)	Slightly dissatisfied (5)	Moderately dissatisfied (6)	Extreme dissatisfi (7)
Pre-event information from the event organizers (1)	0	0	O	0	0	0	O
Event website (2)	O .	O .	O	O .	O	O	O
Venue suitability (3)	O	O	O	0	0	0	O
Organization of the event (4)	O	O	O	0	0	0	O
Communication from the organisers at the event itself (5)	0	0	0	0	0	0	0
Value for money of stalls/pitches (6)	O	0	O	O	O	O	0
Ease of access to the location to set- up and dismantle stall/pitch (7)	•	O	0	0	0	0	0
Parking (8)	O	O .	O	O .	O .	O .	•
Signposting to the event (9)	O	O	O	0	0	0	O
Signposting at the event (10)	0	0	O	0	0	0	•
Crowd management (11)	O	O	O	0	0	0	O
Number of visitors (12)	O	O	O	0	0	0	•
Positioning of your stall/pitch (13)	O	O	O	0	0	0	•
Security (14)	O	O	O	0	O	O	•
Publicity/Marketing of the event (15)	O	O	O	0	0	0	O
Traffic flow (16)	O	O	O	0	O	O	•
Litter management (17)	0	0	O	0	0	0	O
Disabled access (18)	0	0	O	0	0	0	O
Recycling opportunities (19)	O	•	O	•	•	•	O
20 (20)	O	O	O	O	O	O	O

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)	O	O	O	O	O	O
Stall/pitch cost (2)	O	O	O	O	O	•
Food and drink (3)	O	•	O	O	O	O
Transport (getting to and from the event) (4)	•	•	•	•	•	•
Shopping inc gifts and souvenirs (5)	•	•	•	•	•	O

Q11 Please estimate your profit as a result of participating in this event	
O (1)	
O £201-500 (2)	
O £501-1,000 (3)	
O £1,001-2,000 (4)	
O £2,001-5,000 (5)	
O £5,000+ (6)	
O Not applicable (7)	
Q12 Is it likely that you would participate in this event again in the future?	
O Very likely (1)	
O Likely (2)	
O Don't know/Not sure (3)	
O Unlikely (4)	
O Very unlikely (5)	
Q13 Would you recommend this event to other businesses/organisations/o	harities?
O Yes (1)	
O No, please explain: (2)	
Q14 Do you feel that the event has enhanced your perception of Monmout	:hshire?
O Yes (1)	
O No, please explain: (2)	

evident during the event:
O Very evident (1)
O Evident (2)
O Slightly evident (3)
O Not evident (4)
Q16 During your visit did you/are you intending to do any of the following:
O Upload photos to the internet eg. Flickr or Facebook (1)
O Update your Facebook status about your visit (2)
O Tweet about your visit (3)
O Blog about your visit (4)
O Leave reviews on websites such as TripAdvisor (5)
O Instant messaging via MSN (6)
O Upload videos to the internet i.e. You Tube (7)
O 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.
O Council newspaper (1)
O Direct contact from the event organisers (2)
O Email/e-newsletter (3)
O Event Website (5)
O Event Website (5)O Local newspaper (6)
O National newspaper (7)
O Magazine (8)
O Website (9)
O Radio (10)
O Social media (11)
O Text (12)
O TV (13)
O 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?
O Micro (0-9 employees) (1)
O Small (10-49 employees) (2)
O Medium (50-249 employees) (3)
O Large (250+ employees) (4)

Q23 Who else is participating on the stall/pitch with you?				
O	Nobody (1)			
\mathbf{C}	Partner/Spouse (2)			
\mathbf{C}	Your child/children (3)			
\mathbf{C}	Other family members (4)			
\mathbf{C}	Friends (5)			
\mathbf{C}	Other employees (6)			
\mathbf{C}	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