

Local Business Survey

Q1 Business Name

Q2 What is the legal form of your business?

- Limited Company (1)
- Partnership (2)
- Sole Trader (3)
- Franchise (4)
- Other (please state) (5) _____

Q3 Which of the following best describes your business?

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

Q4 Please indicate the industry sector that your business belongs to

- Agriculture, fishing (1)
- Mining, energy or water (2)
- Manufacturing (3)
- Construction (4)
- Wholesale and retail (5)
- Hotels and restaurants (6)
- Transport and communications (7)
- Finance (8)
- Real estate (9)
- Public administration (10)
- Education and health (11)
- Other (please state) (12) _____

Q5 Were you aware that the event was happening today?

- Yes (1)
- No (2)

Q6 How did you hear about today's event?

- Chance (1)
- Council publicity (2)
- Contacted by organiser (3)
- Email (4)
- Event poster/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 Did your profit on the day(s) of the event...

- Increase (1)
- No change (2)
- Decrease (3)

Q8 Please explain your response(s) to the previous question

Q9 Are the longer term effects of the event on your profit likely to...

- Large increase (1)
- Increase (2)
- No change (3)
- Decrease (4)
- Large decrease (5)

Q10 Please explain your response to the previous question

Generates investment in the local area (10)	<input type="radio"/>							
Creates traffic congestion (11)	<input type="radio"/>							
Creates parking problems (12)	<input type="radio"/>							
Causes litter (13)	<input type="radio"/>							
Causes other anti-social behaviour (14)	<input type="radio"/>							
The event was well organised (15)	<input type="radio"/>							

Q12 Do you feel that the event has enhanced the reputation of Monmouthshire?

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

Q13 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)

Q14 During the event, did you/are you intending to do any of the following:

- Upload photos to social media (1)
- Update Facebook status (2)
- Tweet (3)
- Blog (4)
- Instant message (WhatsApp etc.) (5)
- Upload event videos to the internet (YouTube etc.) (6)
- None of these (7)

Q15 How could businesses 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) _____

Q16 From a local business's perspective, are you happy with the types of events held within Monmouthshire?

- Yes (1)
- No (2)
- If no, what other events could be hosted in Monmouthshire? (3)

Q17 Email address:

Q18 Telephone number:

Q19 Website: