Local Business Survey

Q1	Business Name
Q2	What is the legal form of your business?
	Limited Company (1)
	Partnership (2)
	Sole Trader (3)
O	Franchise (4)
O	Other (please state) (5)
	Which of the following best describes your business?
	Micro (0-9 employees) (1)
	Small (10-49 employees) (2)
	Medium (50-249 employees) (3)
0	Large (250+ employees) (4)
Q4	Please indicate the industry sector that your business belongs to
O	Agriculture, fishing (1)
O	Mining, energy or water (2)
O	Manufacturing (3)
\mathbf{O}	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)
0	Other (please state) (12)
	Were you aware that the event was happening today?
	Yes (1)
\mathbf{O}	No (2)

Q6	How did you hear about today's event?
O	Chance (1)
O	Council publicity (2)
O	Contacted by organiser (3)
O	Email (4)
O	Event poster/flyer (5)
O	Event website (6)
O	Other website, please specify: (7)
O	Local newspaper (8)
\mathbf{C}	National newspaper (9)
\mathbf{C}	Magazine (10)
\mathbf{C}	Radio (11)
\mathbf{C}	Social media (12)
\mathbf{C}	Text (13)
O	TV (14)
O	Word of mouth (15)
O	Other, please specify: (16)
Q7	Did your profit on the day(s) of the event
O	Increase (1)
O	No change (2)
O	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
\mathbf{C}	Large increase (1)
\mathbf{C}	Increase (2)
O	No change (3)
	Decrease (4)
O	Large decrease (5)

Q10 Please explain your response to the previous question

Q11 To what extent do you agree or disagree with the following statements in relation to the impact of the event?

	Strongly Agree (1)	Agree (2)	(3)	Somewhat agree (4)	Neither agree nor disagree (5)	Somewhat disagree (6)	Disagree (7)	Strongly disagree (8)
Brings money to the town (1)	0	•	O	•	0	•	0	O
Brings new visitors to the town (2)	•	O	O	•	•	•	•	•
Brings the community together (3)	0	O	0	•	O	•	•	O
Provides a good image for the town (4)	•	o	O	•	•	•	•	O
Increases pride in the area (5)	0	O	•	•	O	•	0	O
Attracts new customers to the business (6)	•	•	O	•	•	•	•	O
Displaces regular customers (7)	0	•	•	•	0	•	•	O
Attracts non-local customers to the business (8)	•	•	•	•	O	•	•	•
Generates greater awareness of the business (9)	•	•	•	•	•	•	0	•

Generates investment in the local area (10)	0	0	0	•	0	•	0	0
Creates traffic congestion (11)	0	O	O	•	0	•	•	•
Creates parking problems (12)	O	0	0	•	0	•	•	0
Causes litter (13)	O	O	O	O	O	O	O	O
Causes other antisocial behaviour (14)	0	•	0	•	•	•	•	0
The event was well organised (15)	0	0	O	•	0	•	0	0

Q12 Do you feel that the event has enhanced the reputation of Monmouthshire? O Yes (1)
O 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:
O Upload photos to social media (1)
O Update Facebook status (2)
O Tweet (3)
O Blog (4)
O Instant message (WhatsApp etc.) (5)
O Upload event videos to the internet (YouTube etc.) (6)
O None of these (7)

Q15 How could businesses 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 poster/leaflet (4)
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)
Q16 From a local business's perspective, are you happy with the types of events held within Monmouthshire? O Yes (1)
O No (2)
O If no, what other events could be hosted in Monmouthshire? (3)
Q17 Email address:
Q18 Telephone number:
Q19 Website: