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)
| Q9 How satisfied or dissatisfied are you with the following elements of the event? |
|-----------------------------------------------|----------|----------|----------|-----------------|-----------------|-----------------|-----------------|
| Pre-event information from the event organizers (1) | Extremely satisfied (1) | Moderately satisfied (2) | Slightly satisfied (3) | Neither satisfied nor dissatisfied (4) | Slightly dissatisfied (5) | Moderately dissatisfied (6) | Extremely dissatisfied (7) |
| Event website (2) | | | | | | | |
| Venue suitability (3) | | | | | | | |
| Organization of the event (4) | | | | | | | |
| Communication from the organisers at the event itself (5) | | | | | | | |
| Value for money of stalls/pitches (6) | | | | | | | |
| Ease of access to the location to set-up and dismantle stall/pitch (7) | | | | | | | |
| Parking (8) | | | | | | | |
| Signposting to the event (9) | | | | | | | |
| Signposting at the event (10) | | | | | | | |
| Crowd management (11) | | | | | | | |
| Number of visitors (12) | | | | | | | |
| Positioning of your stall/pitch (13) | | | | | | | |
| Security (14) | | | | | | | |
| Publicity/Marketing of the event (15) | | | | | | | |
| Traffic flow (16) | | | | | | | |
| Litter management (17) | | | | | | | |
| Disabled access (18) | | | | | | | |
| Recycling opportunities (19) | | | | | | | |
| 20 (20) | | | | | | | |
Q10 Please estimate your expenditure on the following as a result of participating in this event

<table>
<thead>
<tr>
<th></th>
<th>£1-20 (1)</th>
<th>£21-40 (2)</th>
<th>£41-60 (3)</th>
<th>£61-80 (4)</th>
<th>£81-100 (5)</th>
<th>£101+ (6)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation (1)</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>Stall/pitch cost (2)</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>Food and drink (3)</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>Transport (getting to and from the event) (4)</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>Shopping inc gifts and souvenirs (5)</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
</tbody>
</table>

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