

## ANNEX B(x) - RESULTS OF FOSSGATE EVENT SURVEY 2016.

### Fossgate Festival Survey - 1 May 2016

	Paper	SurveyMonkey	
<i>Total # responses</i>	37		
<b>Are you ...</b>	<b>37</b>	<b>100%</b>	<b>#DIV/0!</b>
from the York area?	18	49%	#DIV/0!
visiting the city?	19	51%	#DIV/0!
<i>Total # responses</i>		<b>100%</b>	<b>#DIV/0!</b>
<b>Why did you visit Fossgate today?</b>	<b>36</b>	<b>97%</b>	<b>#DIV/0!</b>
Just passing	19	53%	#DIV/0!
Planned visit for the event	11	31%	#DIV/0!
Regular visitor	7	19%	#DIV/0!
<i>Total # responses</i>		<b>103%</b>	<b>#DIV/0!</b>
<b>Have you been to previous Fossgate Festivals?</b>	<b>36</b>	<b>97%</b>	<b>#DIV/0!</b>
Yes	9	25%	#DIV/0!
No	27	75%	#DIV/0!
If yes, roughly how many?	1-2 (1.3)		
<i>Total # responses</i>		<b>100%</b>	<b>#DIV/0!</b>
<b>How did you find out about today's event? (tick all that apply)</b>	<b>37</b>	<b>100%</b>	<b>#DIV/0!</b>
Did not know about it	19	51%	#DIV/0!
Press coverage	1	3%	#DIV/0!
Social media	7	19%	#DIV/0!
Word of mouth	10	27%	#DIV/0!
Flyers/posters	7	19%	#DIV/0!
<i>Total # responses</i>		<b>119%</b>	<b>#DIV/0!</b>
<b>Are you likely to visit Fossgate again? (tick all that apply)</b>	<b>33</b>	<b>89%</b>	<b>#DIV/0!</b>
Not particularly	1	3%	#DIV/0!
Yes, for shopping	19	58%	#DIV/0!
Yes, for food and drink	29	88%	#DIV/0!
Yes, for events	17	52%	#DIV/0!
<i>Total # responses</i>		<b>200%</b>	<b>#DIV/0!</b>
<b>Would you be more likely to visit Fossgate if... (tick all that apply)</b>	<b>34</b>	<b>92%</b>	<b>#DIV/0!</b>
it was pedestrianised	31	91%	#DIV/0!
it had better signage	4	12%	#DIV/0!
the pavement/road was all one level	9	26%	#DIV/0!
cafes had tables out every day	15	44%	#DIV/0!
better/ interesting lighting	4	12%	#DIV/0!
other	2	6%	#DIV/0!
<i>Total # responses</i>		<b>191%</b>	<b>#DIV/0!</b>