



Lincoln Christmas Market – Visitor Satisfaction Survey (Including Transport)

Hello, could you please spare a few minutes of your time? We're undergraduate students of the University of Lincoln, working on behalf of the City of Lincoln Council. We are carrying out a survey of visitors to the Lincoln Christmas Market 2017 and their impact.

All information will remain confidential, with questionnaires being held securely. The survey should take no more than 5-10 minutes. If you wish to not take part at any point during the survey, you are welcome to end your participation.

Questionnaire Information:

Date: Time: Zone: Name: Day:

1. Are you a resident of Lincoln? Yes No

 Could you please state your postcode (All to answer): .

2. Could you tell me the **main** purpose of your visit to Lincoln?

 To visit the Lincoln Christmas Market 2017

 To visit the Lincoln Christmas Market amongst other things

 Other (Please specify:)

3. Have you ever visited the Lincoln Christmas Market before? Yes No (Go to Q4)

 If yes, how many times have you previously visited? times.

4. Could you please tell us how you travelled to the Lincoln Christmas Market (Please only state your main mode of travel and tick one)

 Car Train Coach Public Bus Walked/Cycled Other

 If by car, did you use the Park & Ride? Yes No Not Applicable

 Approximately, how far did you travel to the Lincoln Christmas Market? miles.

5. Who are you visiting with?

On your own (Go to Q8) With friends/colleagues (Go to Q6)

With family (Go to Q6) With friends and family (Go to Q6)

6. In total, how many people are you with at the Lincoln Christmas Market? people.

7. Do you have any children with you today who are under the age of 12? Yes No



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8. If you are a visitor, are you here just for the day, or for longer? Day Visit (Go to Q9)
Longer Stay

If staying for longer than a day, how long are you staying for days.

What accommodation type is this: Hotel B&B VFR Other

9. Can you please estimate the amount of money that you will spend or have spent on this trip to the Lincoln Christmas Market?

Market Expenditure	
Type	Amount (£)
Food and Drink	
Accommodation	
Shopping	
Entertainment	

Total Expenditure = Pounds Sterling.

10. Overall, please rate your satisfaction with the Lincoln Christmas Market 2017?

Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied
Very Dissatisfied

Demographics: Now could I please ask a few questions about you?

11. Gender: Male Female

12. Age: 22 years or less 23 to 35 years 36 to 50 years 51 to 64 years 65 years and over

13. Household Income (per annum): £0 - £14,999 £15,000 - £25,999 £26,000 - £44,999
 £45,000 - £59,999 £60,000 - £79,999 £80,000 +

Thank you very much for your time.