



**Lincoln Christmas Market – Visitor Satisfaction Survey**

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 satisfaction levels.

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. To what extent do you agree or disagree with the following statements about the Lincoln Christmas market?

Statement	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Do not know / Did not use
Welcoming						
Signage is visible						
Signage is informative						
Good number of toilets						
Toilets are clean & tidy						
An authentic experience						
Christmasy atmosphere						
Layout is appropriate						
Quality of stalls is good						
Range of stalls is good						
Good local produce						
Good announcements						
Safe						
Overcrowded						
Good entertainment						



Lincoln Christmas Market 2017

Good fun						
Very enjoyable						

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

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?

<b>Market Expenditure</b>	
<b>Type</b>	<b>Amount (£)</b>
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.**