



African Festival Visitor Survey

Sunderland Business Improvement District

138

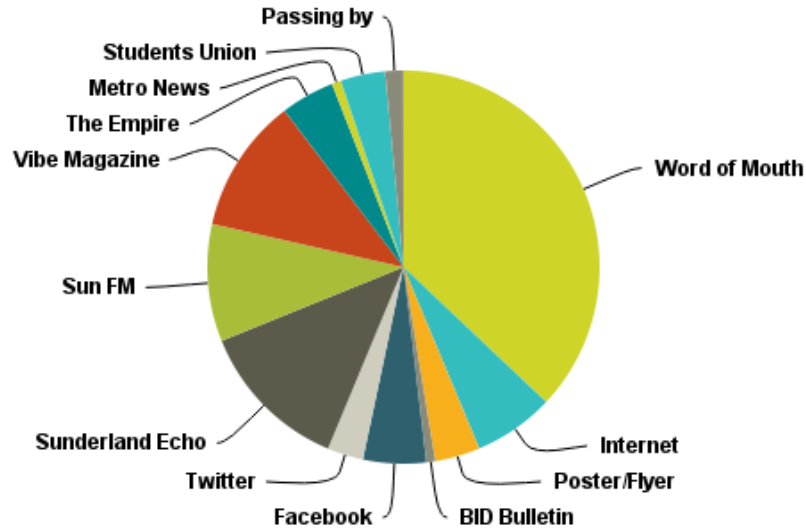
Total Responses

Complete Responses: 138



Q1: How did you hear about the African Festival?

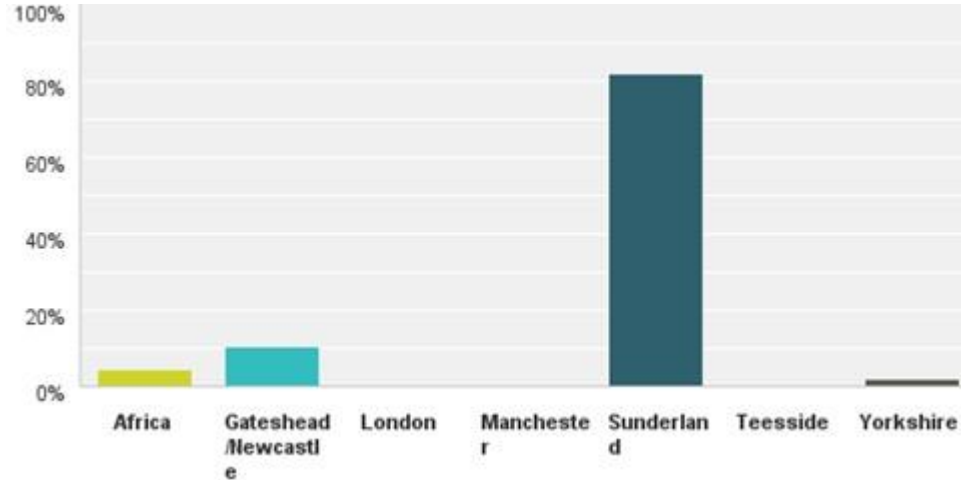
Answered: 135 Skipped: 3



Answer Choices	Responses	
Word of Mouth	37.04%	50
Internet	6.67%	9
Poster/Flyer	3.70%	5
BID Bulletin	0.74%	1
Facebook	5.19%	7
Twitter	2.96%	4
Sunderland Echo	12.59%	17
Sun FM	9.63%	13
Vibe Magazine	11.11%	15
The Empire	4.44%	6
Metro News	0.74%	1
Students Union	3.70%	5
SAFC	0.00%	0
Passing by	1.48%	2
Total		135

Q2: Where have you travelled from?

Answered: 135 Skipped: 3



Answer Choices	Responses	Count
Africa	4.44%	6
Gateshead/Newcastle	10.37%	14
London	0.74%	1
Manchester	0.74%	1
Sunderland	82.22%	111
Teesside	0.74%	1
Yorkshire	2.22%	3
Total Respondents: 135		

Q3: Would you like to see more events like this in the City Centre?

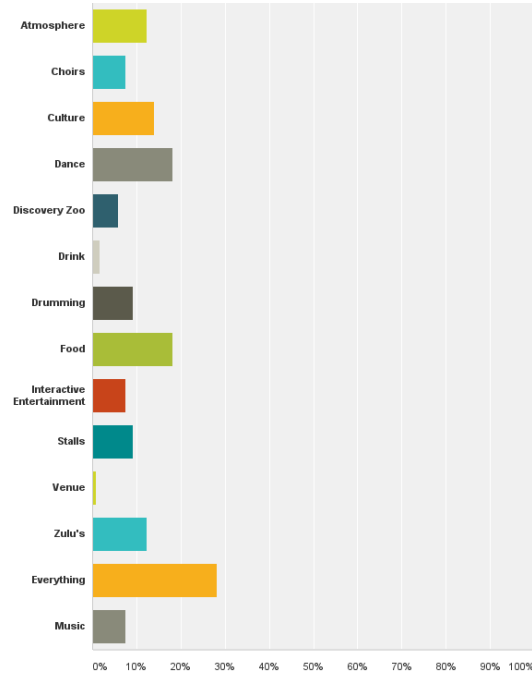
Answered: 136 Skipped: 2



Answer Choices	Responses	
Yes	100.00%	136
No	0.00%	0
Total		136

Q4: What have you enjoyed about the event?

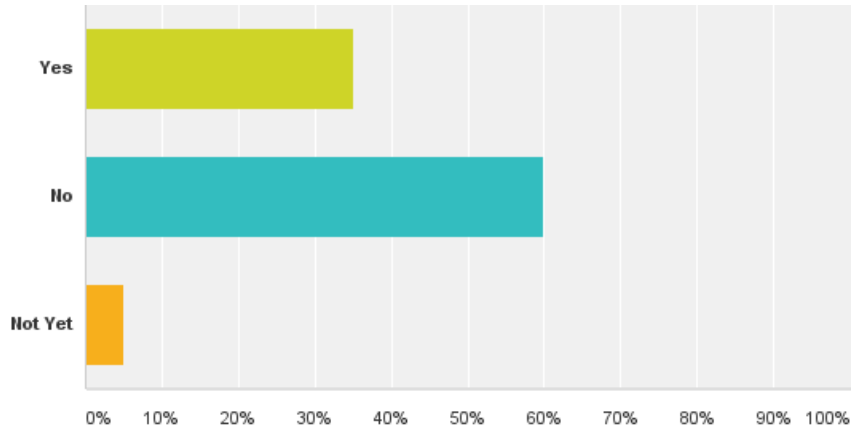
Answered: 121 Skipped: 17



Answer Choices	Responses	Count
Atmosphere	12.40%	15
Choirs	7.44%	9
Culture	14.05%	17
Dance	18.18%	22
Discovery Zoo	5.79%	7
Drink	1.65%	2
Drumming	9.09%	11
Food	18.18%	22
Interactive Entertainment	7.44%	9
Stalls	9.09%	11
Venue	0.83%	1
Zulu's	12.40%	15
Everything	28.10%	34
Music	7.44%	9
Total Respondents: 121		

Q5: Have you visited any other area of the City today?

Answered: 137 Skipped: 1



Answer Choices	Responses
Yes	35.04% 48
No	59.85% 82
Not Yet	5.11% 7
Total	137