



EMSWORTH FOOD FESTIVAL 2006



Visitor Survey Results & Analysis

Emsworth Food Festival CIC
Company No. 5708761

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I. Rational

The principle objectives of this survey are to provide the Food Festival Organising Committee with objective data which may be useful to:

- a) Help in identifying the strengths and weakness of the Festival from a visitor's perspective
- b) Inform decisions about future Festivals
- c) Assist in obtaining future sponsorship.

Additionally the survey provides some indicative economic data about the Festival's impact on the business economy of Emsworth.

The Emsworth Food Festival is now the largest independent food Festival in the British Isles and is run entirely by volunteers with the cooperation of local residents, businesses and community organizations and Havant Borough Council.

2. Methodology

The survey was conducted over the three days of the Festival by a team of nine volunteers.

1. The survey was designed to seek the following information:
2. The impact of Festival advertising & information
3. Socio-economic background of Festival Visitors
4. Geographic Origins of Festival Visitors
5. Mode of transport to the Festival
6. Preferences of Festival Visitors
7. Future Intentions of Festival Visitors
8. Estimated Festival visitors spend
9. The economic impact of the Festival on Emsworth

380 visitors were selected at random were interviewed (0.64% of the estimated total.

Number of visitors to the event.

In analysis of predicted trends and especially points 7 & 8 above the most applicable conservative model was used.

The volunteer team of interviewers attended a team briefing at which interviewing and randomizing techniques were discussed and several minor amendments were made to the survey form.

Summary of results

1	How did you find out about the Festival					
				Word of Mouth	128	67.4%
				Newspaper Ad	25	13.2%
				Mag Add	3	1.6%
				Internet	9	4.7%
				Flyer	3	1.6%
				Road Sign	7	3.7%
				Other	12	6.3%
2	Have you visited the Website?				27	14.2%
3	Ethnicity					
				White British	183	96.3%
				White Other	4	2.1%
				Black British	3	1.6%
4	Age					
				<18	3	1.6%
				18-30	30	15.8%
				31-40	37	19.5%
				41-50	27	14.2%
				51-60	38	20.0%
				61-70	29	15.3%
				>70	6	3.2%
5	Gender					
				Male	86	45.3%
				female	98	51.6%
6	Employment Status					
				Employed	102	53.7%
				Retired	38	20.0%
				Self Employed	7	3.7%
				Student	6	3.2%
				Other	0	0.0%
7	Income					
				<£15000	3	1.6%
				£15000-£20000	24	12.6%
				£20000-£30000	20	10.5%
				£30000-£40000	21	11.1%
				>£40000	9	4.7%
8	Did you visit the Festival as a part of a group?					

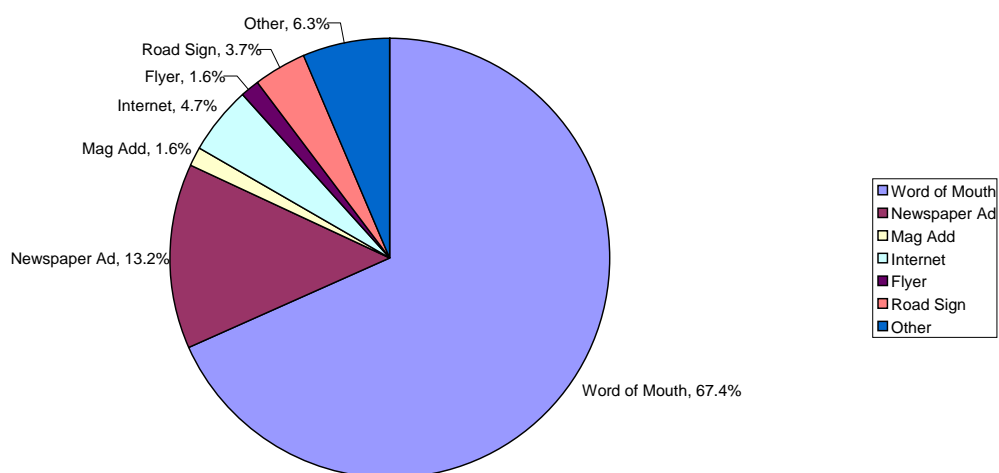
			Yes	131	68.9%
			No	58	30.5%
		Type of group	Friends	38	20.0%
			family	85	44.7%
			Other	6	3.2%
9	Origin to day			190	100.0%
			PO10	53	27.9%
			PO	93	48.9%
			GU	10	5.3%
			BN	8	4.2%
			SO	2	1.1%
			RG	1	0.5%
			RH	5	2.6%
			London	3	1.6%
			Other	15	7.9%
10	Home town			190	100.0%
			PO10	50	26.3%
			PO	91	47.9%
			GU	10	5.3%
			BN	8	4.2%
			SO	2	1.1%
			RG	2	1.1%
			RH	4	2.1%
			London	4	2.1%
			Other	19	10.0%
11	Mode of travel		Foot	51	26.8%
			Car	102	53.7%
			Bus	5	2.6%
			train	22	11.6%
			Cycle	8	4.2%
			Other	1	0.5%
			Used Park and Ride	44	43.1%
			Did not use Park & Ride	58	56.9%
12	Accommodation			14	7.4%
			Friends	2	1.1%
			Family	9	4.7%
			Self Catering	1	0.5%
			B&B	0	0.0%
			Hotel	1	0.5%
			Second Home	0	0.0%
13	Time at Festival				
			<1hr	6	3.2%
			Up to 2 hrs	34	17.9%
			Up to 4 hrs	45	23.7%
			Up to 4 hrs	36	18.9%
			>4 hrs	67	35.3%
14	Visiting the Festival				

	Visited the Festival in previous years	Yes	125	65.8%
		No	61	32.1%
15	Visited Emsworth Before	Yes	136	71.6%
		No	15	7.9%
16	Frequency of visits	Daily	11	5.8%
		Weekly	16	8.4%
		Monthly	42	22.1%
		Yearly	35	18.4%
		Less frequently	25	13.2%
17	Visit Emsworth Again?		23	
		Yes	19	82.6%
		Possibly	4	17.4%
		No or don't know	0	0.0%
18	Most enjoyable Aspect of the Festival			
		Stalls	69	36.3%
		Demos	4	2.1%
		Wine tasting	30	15.8%
		Entertainment	24	12.6%
		Pubs	7	3.7%
		Restaurants	1	0.5%
		Other	38	20.0%
19	Least enjoyable Aspect of the Festival			
		Stalls	0	0.0%
		Demos	3	1.6%
		Wine tasting	0	0.0%
		Entertainment	3	1.6%
		Pubs	2	1.1%
		Restaurants	29	15.3%
		Crowds	29	15.3%
		Other	7	3.7%
20	Festival Spend at stalls			
		<£10	42	22.1%
		£11-£20	45	23.7%
		£21 - £30	31	16.3%
		>£30	6	3.2%
21	Other Spend			
		<£10	63	33.2%
		£11-£20	38	20.0%
		£21 - £30	18	9.5%
		>£30	2	1.1%
22	Festival rating	Thoroughly enjoyable	155	81.6%

				Not bad at all	22	11.6%
				OK	13	6.8%
				OK but nothing special	0	0.0%
				A waste of time	0	0.0%
23	Visit next year			Wouldn't miss it for anything	115	60.5%
				Almost certainly	43	22.6%
				Probably	22	11.6%
				Might	9	4.7%
				No way!	0	0.0%

Festival Advertising & Information

How visitors found out about the Festival



Obviously information about the Festival is most disseminated by word of mouth. Interviewee's comments suggest that the Festival was poorly advertised in Portsmouth and Hayling Island and that the flyers should have been more widely available.

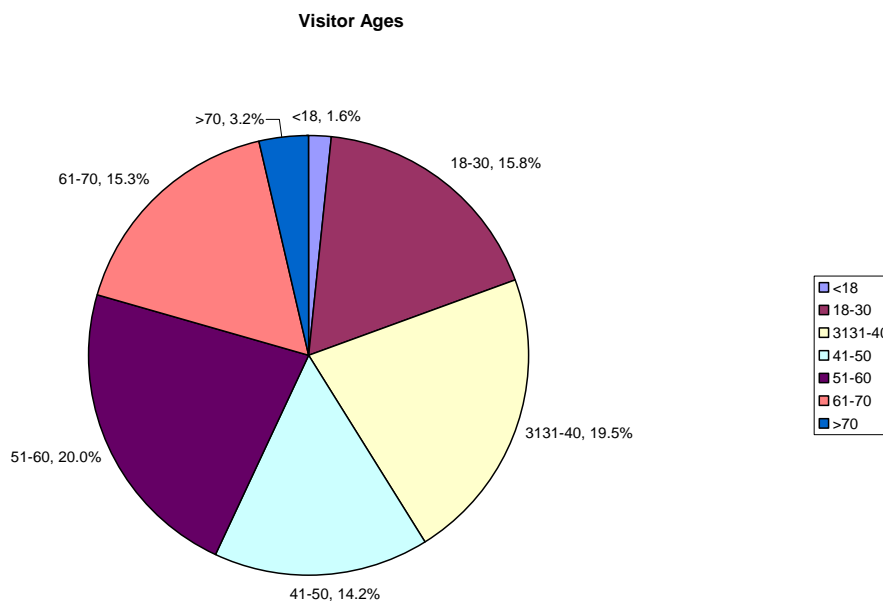
Socio-economic background of Festival Visitors

A number of respondents declined to answer questions on age (8%), employment status (18%) and house hold income (53%)

45% of visitors were male and 52% female.¹

A very high proportion of visitors are ethnically White British (96%) and only 2% Black British. The remainder were white non British. N other nationalities were represented in the survey.

34% of visitors were aged between 31 and sixty.



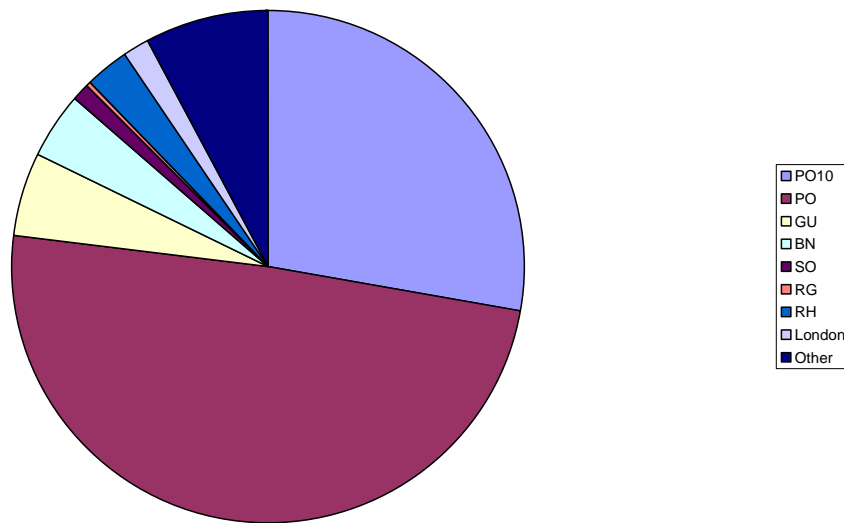
It is not possible to accurately determine the number of children who visited the Festival but it is estimated that approximately 5,000 did so.

The majority of visitors were either in employment (54%) or retired (20%) with an estimated average household income of between £25,000 and £35,000

Geographic Origins of Festival Visitors

¹ The discrepancy is caused by the interviewers unfortunate failure to record gender in a small number of instances

Orinin of visitors on the day of their visit

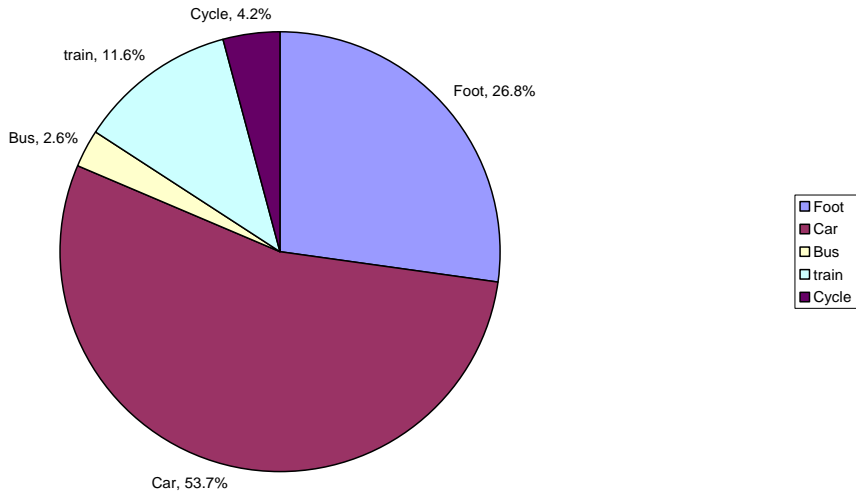


Most (75%) of visitors originate from the PO post code area which extends along the coast from Bognor to the eastern outskirts of Southampton and to the north to the south of Petersfield a radius of approximately 18 miles. Of the remainder 10% come from post code areas within approximately 30 miles including Brighton and Southampton, 2% from the London area and 8% from the remainder of the UK.

26% of visitors live in Emsworth or its immediate environs (PO10) and 48% in the PO post code area excluding PO10. Of the visitors who live further away and are staying in Emsworth during the Food Festival weekend the majority have homes within approximately 80 miles but a few live further a field, the most distant being Glasgow.

Mode of Transport to the Festival

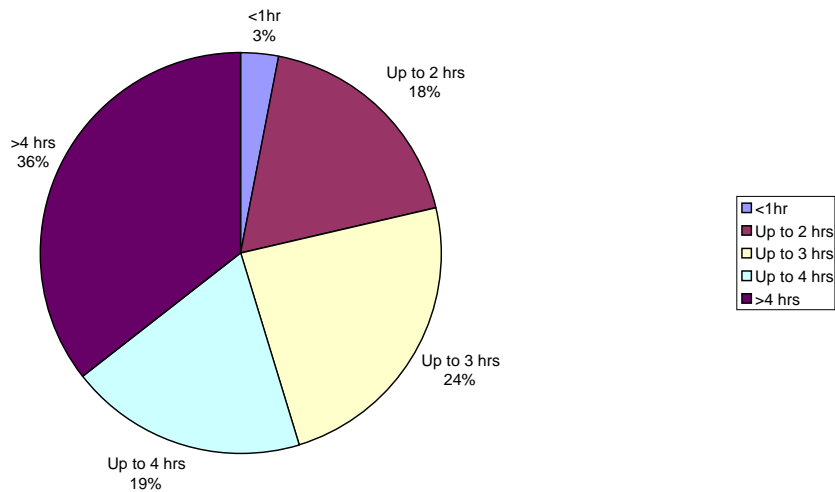
Visitors mode of transport



The majority of visitors travel by car (54%) of whom only 43% use the park and ride. Most visitors from the PO10 post code area walk as do a small number from PO9 (Havant). 12% of visitors travel by train.

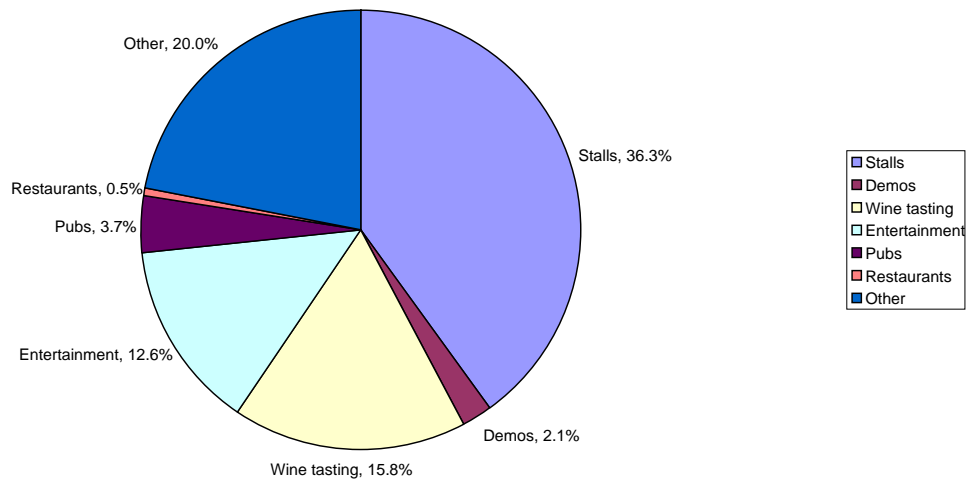
Preferences of Festival Visitors

Visitors actual or intended time spent at the Festival



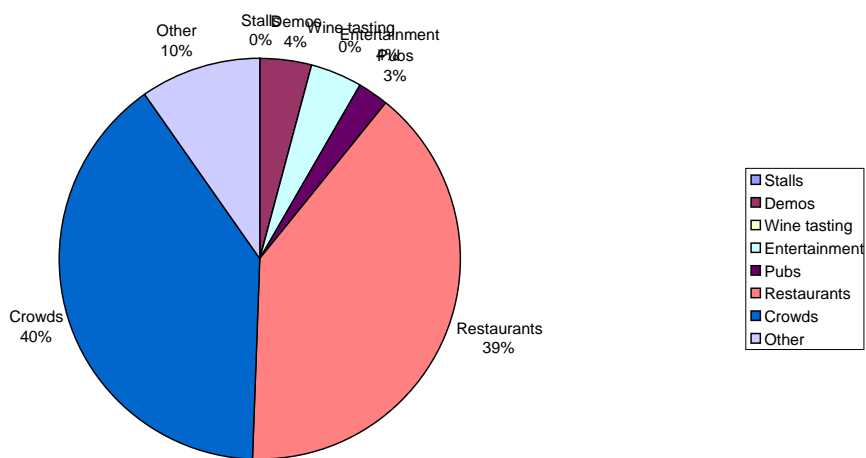
The majority of visitors had or had planned to spend up to or more than four hours at the Festival only 3% intended spend less than 1 hour at the Festival.

Most enjoyable aspect of the Festival

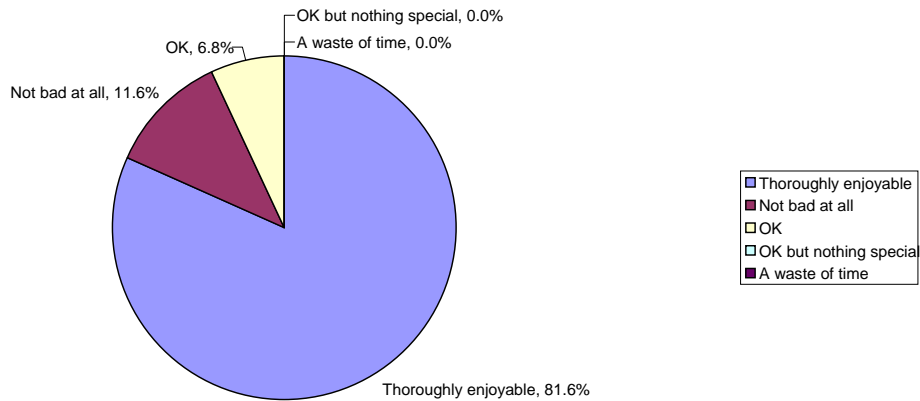


The most enjoyed aspect of the Festival was the stalls (36%), the least the restaurants (0.5%). Of the other items that were mentioned as most enjoyable, often visitors mentioned the atmosphere.

Least enjoyed aspect of the Festival



Of the least enjoyed aspect of the Festival visitors most often mention over crowding (15%) which was not an option in the questionnaire but appeared in the other categories. Perhaps surprisingly restaurants were equally unpopular although it should be noted that the questionnaire did not allow for reasons for this. Amongst other items which visitors found least enjoyable insufficient seating and litter bins dominated?

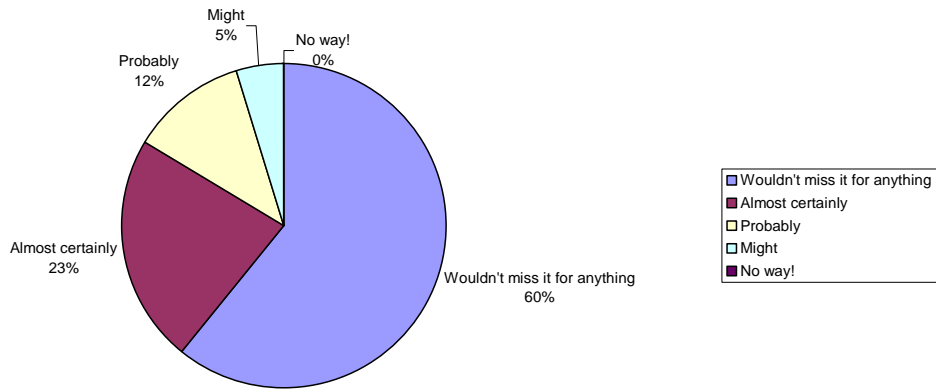


Over 80% of visitors found the Festival “thoroughly enjoyable” no one found their visit to be less than satisfactory.

Future Intentions of Festival Visitors

Not surprisingly given the very high visitor satisfaction rating 60% of visitors intended to definitely return next year and 23% intend to almost certainly return.

Additionally, visitors to the Festival also provided very positive feedback about the village in general to the point, in one instance, of mentioning the interesting architecture.



Estimated Festival Visitors spend.

An attempt to calculate the amount spent by visitors at the Festival is based on their answers to questions 19 & 20. This is a conservative estimation based on the lowest level of spend in each spend category².

Based on an estimated 55,000 visitors it is calculated that:

A total of £383,842 was spent at stalls and £247,789 in Emsworth's shops pubs & restaurants.

The economic impact of the Festival on Emsworth

Using the data above it is possible to conclude that the Festival has a considerable direct input to the economy of Emsworth during the weekend to the sum of £261,095.

Additionally:

With 83% of first time visitors at the Festival intend visiting Emsworth year the Festival could generate an estimated 6,600 new visits to Emsworth within the next year.

² The level of spend was calculated by assigning a sum to each of the spend categories in the survey and by then extrapolating this data to the estimated total numbers of visitors.

Survey spend category:	<£10	£11-£20	£21-£30	>£30
Sum assigned to spend category:	£0	£11	£21	£30

Of all the visitors at the Festival (but excluding those who live in post code area PO10) 6% visit Emsworth daily, 8% visit weekly and 22% visit monthly and 85% of those who do not visit on a regular basis intend on visiting again.

Conclusions

From the visitor's point of view here is no doubt that the Festival is a great success with very high satisfaction ratings and return rates.

There can be little doubt that the Festival has both a direct and indirect impact on the economy of Emsworth providing an excellent means of encouraging additional visitors to Emsworth.

There is potential to for Emsworth to capitalize on the fact that visitors to the Festival also provided very positive feedback about the village.

There are a number of pointers which suggest how future Festivals might be improved in the areas of visitor comfort namely the provision of additional seating and litter bins and improved information and advertising.

A significant problem for the planning of future Festivals is identified as over crowding and excessive on street parking.

David Linington
Emsworth Food Festival CIC
September 2006



DAY: _____

TIME: _____

LOCATION: _____

INTERVIEWER _____

Please circle the responses given

	Word of Mouth	Newspaper Ad	Mag Add.	Internet	Other
1) How did you find out about the Food Festival?					
2) Have you visited the Food Festivals Website?	Yes	No			

3) Ethnicity	White (British)		Black British	Asian British			Other:	
	White Other:		Black Other::					
4) Age	13-18	18-30	31-40	41-50	51-60	61-70	>70	
5) Gender	Male	Female						
6) Employment Status	Employed	Retired	Unempl oyed	Self employed		Student		
7) Household Income	<£15,000	£15,001-20000	£20,001-30,000	£30,001-40,000		>£40,000		
8) Are you a part of a visiting Group?			No	Family		Friends	Other:	
9)Where have you come from today				Postal Town:			Post code:	
10) Where do you live? (if different from above)			Postal Town:			Post code:		
11) How did you travel here today?			Foot	Cycle	Bus	Train	Car	Ot her
12) If car - did you use the park and ride?			Yes	No				
13) If staying overnight in the Emsworth area are you staying;		With Friends?	Family?	Self catering?	B&B?	Hotel?	Second Home	
14) How long do you intend spending AT THE FOOD FESTIVAL TODAY?			>1 hr	Up to 2hrs.	Up to 3 hrs.	Up to 4 hrs.	>4 hrs	
15) Have you visited the Food Festival before? (circle years attended previously)				2001	2002	2003	2004	2005
16) Have you visited Emsworth Before?				Yes	No			
17) If no to 16 how often do you visit Emsworth?				Daily	Weekly	Monthly	Yearly	Less frequently
18) If no to 16 do you intend to visit Emsworth in the future)				No	Possible	Yes		
19) What have you found to be the most enjoyable part of the Festival?	Stalls	Demonstrations	Wine Tasting	Entertainment	Pubs	Restaur ants	Other:	
20) Approximately how much have you spent or intend to spend at the Festival.	19a) Purchases from stalls		<£10	£11 - £20	£21 - £30	>£30		
	19b) Purchases in shops, pubs, restaurants and cafes		<£10	£11 - £20	£21 - £30	>£30		
21) What have you found to be the least enjoyable part of the Festival?	Stalls	Demonstrations	Wine Tasting	Entertainment	Pubs	Restart-ants	Other:	
22) How would you rate your day out at the Food Festival?	A waste of time	OK but nothing special	OK	Not bad at all	Thoroughly enjoyable			

23) At this moment in time would you visit the Festival next year?	No way!	Might	Probably	Almost certainly	Wouldn't miss it for anything. (This means yes)	
24) Do you have any other comments about the Food Festival?	<p><i>Please include any remarks that might help us to improve the visitor experience at future Festivals or indeed any other thoughts that you might have about your visit to Emsworth to day.</i></p>					

If you wish to receive email updates of news about next year's Festival please leave your email address:

Email.....

Please note that your email address will not be revealed to others

Thank you for your help by taking the time to complete this questionnaire today.