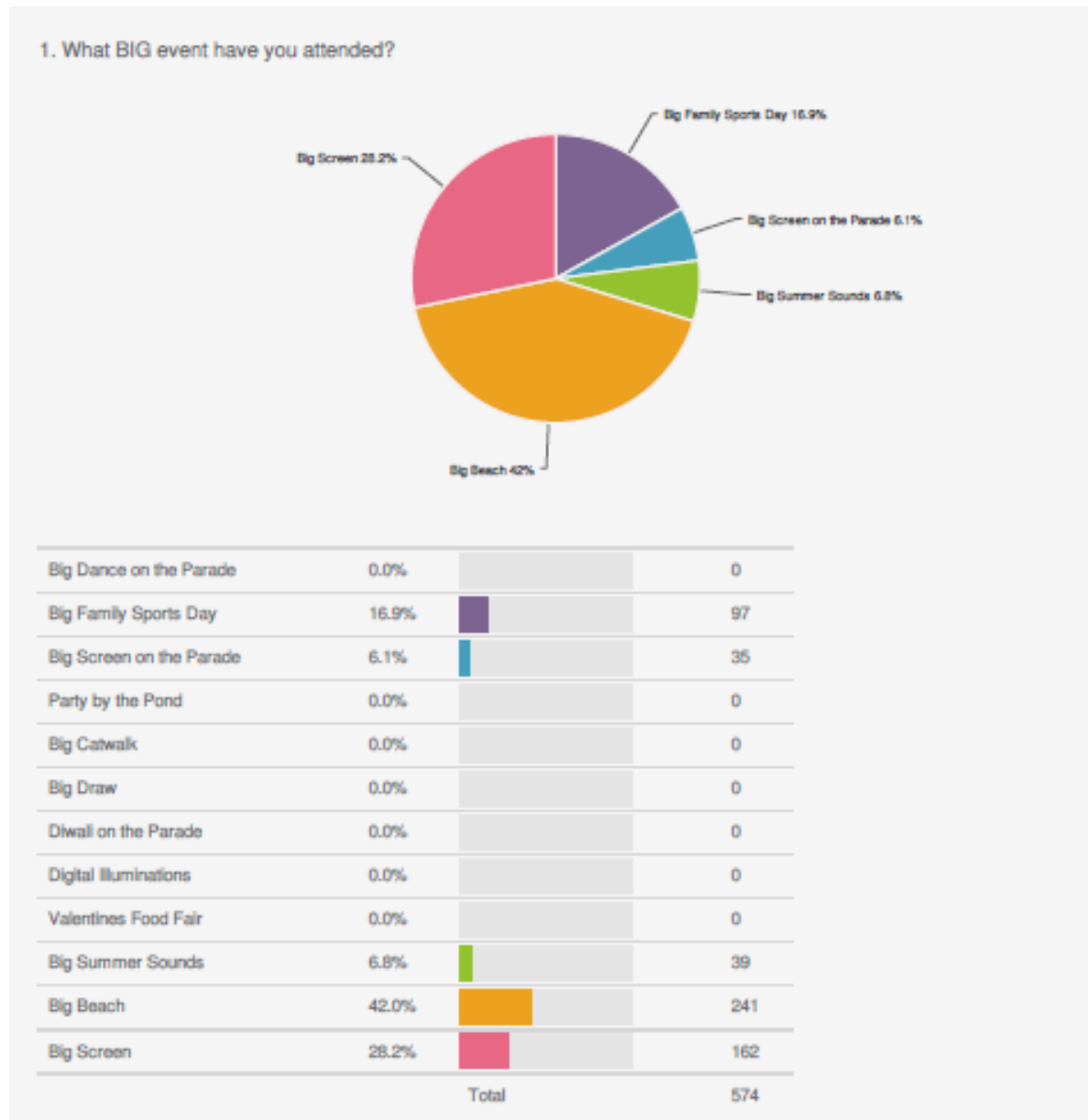


**APPENDIX 1 - THE BIG EVENTS AUDIENCE DATA**

<b>Big Events Audiences</b>	<b>Audiences (% from SurveyGizmo)</b>
<b>AGE OF RESPONDENT</b>	
Under 18	6%
18 - 24	4%
25 - 34	24%
35 - 44	30%
45 - 54	21%
55 - 64	11%
65+	4%
Prefer not to say	0%
<b>AGE OF PARTY (preferable for Audience Age Profile)</b>	
Under 18	6%
18 - 24	4%
25 - 34	24%
35 - 44	30%
45 - 54	21%
55 - 64	11%
65+	4%
<b>ETHNICITY</b>	
White British	70%
White Irish / Gypsy / Other White	16%
Asian or Asian British	8%
Black or Black British	4%
Mixed / Multiple Ethnic	2%
Other Ethnic Group	0%
Prefer not to say	0%
TOTAL from a Black or Minority Ethnic Group	15%
TOTAL non-White British	30%
Total Disabled	4%

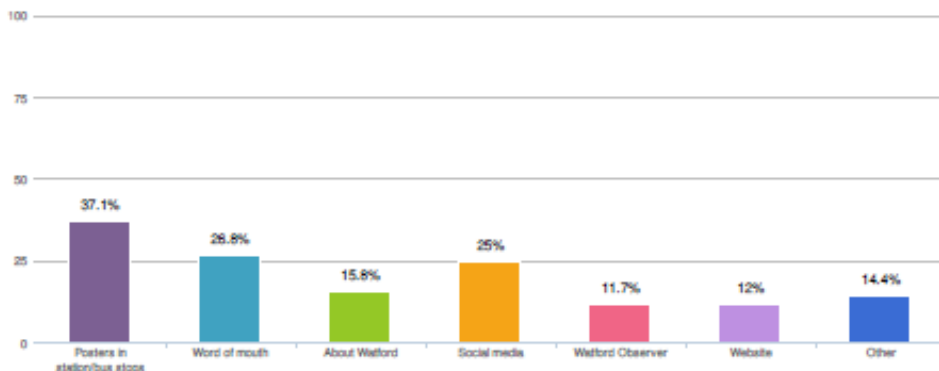
WATFORD BOROUGH COUNCIL STATISTICS	
WBC residents	59%
WBC residents who are under 18	5%
WBC residents who are aged 18 - 24	4%
WBC residents who are non white British	30%
WBC residents who are disabled	3%

### WHAT BIG EVENT HAVE YOU ATTENDED?



## HOW DID YOU FIND OUT ABOUT THE BIG EVENTS?

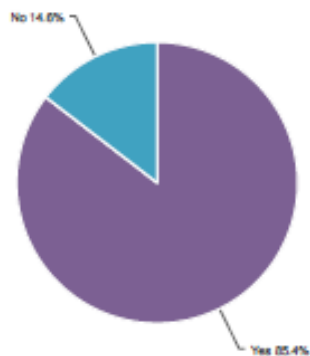
8. How did you find out about the Big Events



Posters in station/bus stops	37.1%		216
Word of mouth	26.8%		156
About Watford	15.8%		92
Social media	25.0%		146
Watford Observer	11.7%		68
Website	12.0%		70
Other	14.4%		84
<b>Total</b>			<b>583</b>

## DID YOU COME TO WATFORD SPECIFICALLY TO ATTEND A BIG EVENT?

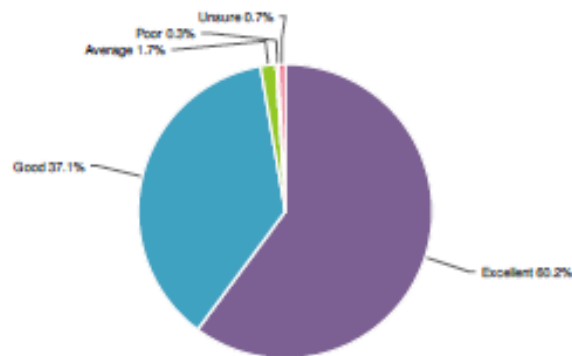
9. Did you come to Watford town centre today specifically to attend the Big Event?



Yes	85.4%		504
No	14.6%		86
<b>Total</b>			<b>590</b>

## HOW WOULD YOU DESCRIBE THE PERFORMANCE YOU HAVE SEEN?

10. How would you describe the performance you have just seen?



Excellent	60.2%	<div style="width: 60.2%;"></div>	358
Good	37.1%	<div style="width: 37.1%;"></div>	221
Average	1.7%	<div style="width: 1.7%;"></div>	10
Poor	0.3%	<div style="width: 0.3%;"></div>	2
Unsure	0.7%	<div style="width: 0.7%;"></div>	4
Total			595

## WOULD YOU RECOMMEND THE BIG EVENTS TO A FRIEND?

11. Would you recommend the Big Events to a friend?



Yes	99.8%	<div style="width: 99.8%;"></div>	581
No	0.2%	<div style="width: 0.2%;"></div>	1
Total			582

12. How did you find the town centre environment?

	Excellent	Good	Poor	Responses
Clean	294 49.1%	302 50.4%	3 0.5%	599
Welcoming	324 55.1%	261 44.4%	3 0.5%	588
Safe	327 56.0%	254 43.5%	3 0.5%	584
Easy to access	348 59.9%	228 39.2%	5 0.9%	581

## HOW MUCH HAVE YOU SPENT IN WATFORD DURING YOUR VISIT TO THE BIG EVENT?

On average the following spend in Watford from audiences attending the big events programme was as follows:

- Average food and drink spend per person - **£10**
- Average daily spend per person on other activities (including shopping) - **£26.50**
- Average transport spend (including parking) - **£12**

### TOTAL

On average **£48.50 per person** investment in the local economy for audiences attending the Big Events programme.