

## Feedback Questionnaire Results 2017

For the last three years, visitors to the annual show have been asked to complete a short feedback questionnaire with responses being used to help in the planning of future shows and enhance customer satisfaction.

The five questions are shown below with their responses.

<b>Question 1 - How would you rate the show</b>			
	<b>2015</b>	<b>2016</b>	<b>2017</b>
Excellent	26 (62%)	28 (64%)	14 (34%)
Good	11 (26%)	14 (32%)	24 (58%)
Tolerable	4 (9%)	2 (4%)	1 (3%)
Poor	1 (3%)	0	2 (5%)
Not completed	1	3	3

It is pleasing to see responses to Question 1 for 2017 of Excellent or Good are again at over 90%.

### **Question 2 - Which 3 show feature did you/your family enjoy most?**

24 features were mentioned ranging from Spinners, to Archery and the Teddy Bear competition, but the following topped the enjoyment list.

Animals, Exhibits, Refreshment Tent, Craft Tent, Children's Entertainment, Dog Show, Motor Bikes.

### **Question 3 - Are there any parts of the show that disappointed you?**

Constructive comments on extending the availability of hot food later into the afternoon will be acted on. Disappointment with the exhibits in the Countryside Tent has been noted – this year beyond our control due to late withdrawals due to illness.

### **Question 4 - Would you like to suggest any new features or improvements to existing events?**

This question again produced a wide variety of responses. Whilst we cannot adopt every suggestion, we are looking for strong trends on which to take action, and the lack of signage for the show is one such issue.

It was gratifying to hear two improvements introduced as a result of our last survey, were well received i.e. the provision of a soft play area and a special area for dogs and their owners adjacent to the refreshment tent.

### **Question 5 - Where have you travelled from to attend the Show?**

This question revealed, yet again, the catchment area of our visitors. Surprisingly only about 20% of respondents were from the Wear Valley area, with visitors ranging from as far afield as Rutland, Wembley and even Turkey!