

# Warwick Mop Fair

## Visitor Survey

### October 2013

### **Final Summary Report**



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On behalf of Warwick District Council

## 1.0 INTRODUCTION AND METHODOLOGY

### 1.1 Introduction

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In October 2013, The Research Solution was commissioned by Warwick District Council to conduct a survey of visitors to the Warwick Mop Fair held in the Market Place and adjacent town centre streets. Warwick District Council commissioned this survey in order to gain feedback from visitors to the Mop, as the present license for the Mop comes to an end after next October's fair. The survey took place on the 18<sup>th</sup>, 19<sup>th</sup>, 25<sup>th</sup> and 26<sup>th</sup> October.

### 1.2 Survey Methodology

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The research was undertaken by a team of fully trained experienced interviewers. The interview period covered all the days that the mop was in town, on Friday 18<sup>th</sup> October, Saturday 19<sup>th</sup> October, Friday 25<sup>th</sup> October and Saturday 26<sup>th</sup> October. A sample of 200 interviews was completed during this period.

### 1.3 Survey Days

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During the four days of interviewing, 200 interviews were completed. A list of the dates and numbers achieved on these days are shown below.

<b>Table 1: Survey Days</b>		
<b>Interview Days</b>	<b>Achieved</b>	
	<i>Number</i>	<i>%</i>
Friday 18 <sup>th</sup> October	50	25
Saturday 19 <sup>th</sup> October	50	25
Friday 25 <sup>th</sup> October	50	25
Saturday 26 <sup>th</sup> October	50	25

## 2.0 SUMMARY OF RESULTS

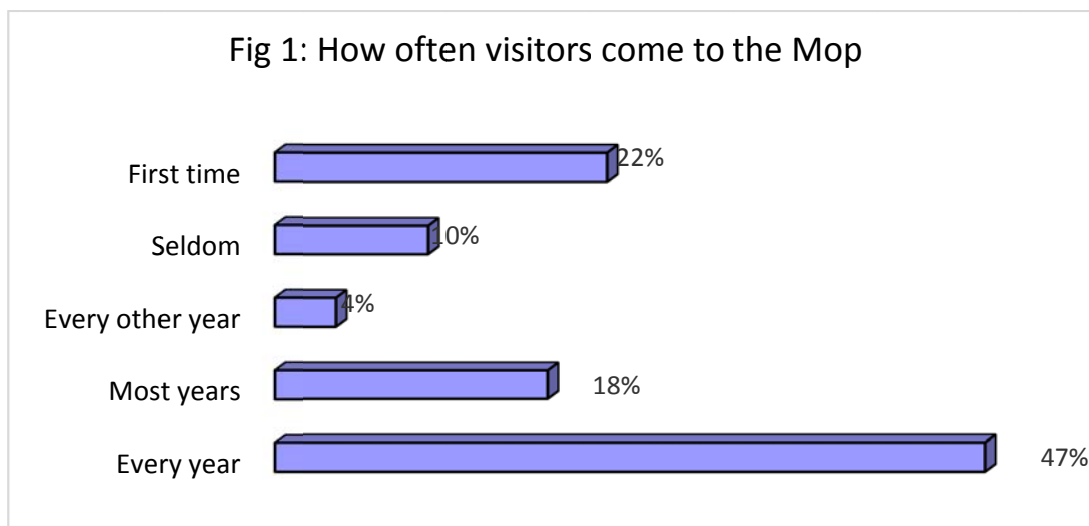
### 2.1 *Reasons for going to the Mop*

Visitors were asked why they had come to the Mop. Just over half (51%) said to take the family as they enjoy it, four in ten (37%) stated to enjoy the fairground experience and over a quarter (27%) cited the atmosphere. 15% of those surveyed gave other reasons for visiting the Mop and these are listed in Appendix 1.

<b>Table 2: Reasons for going to the Mop</b>	
Take the family as the children enjoy it	51%
To enjoy the fairground experience	37%
The atmosphere	27%
Meet up with friends or family	17%
Happened to be in Warwick and saw there was a fair	15%
Other reason	15%

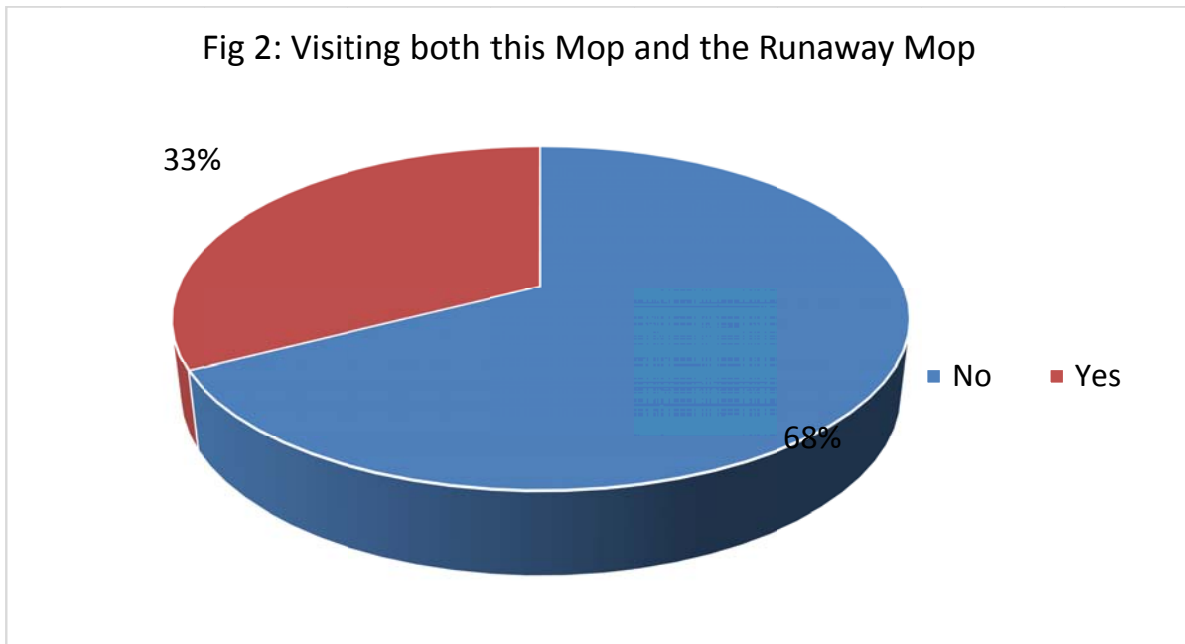
### 2.2 *How often visitors come to the Mop*

Nearly half of respondents (47%) confirmed they came to the Mop every year. For just over one fifth (22%), it was their first time, and 18% said they came to the Mop most years.



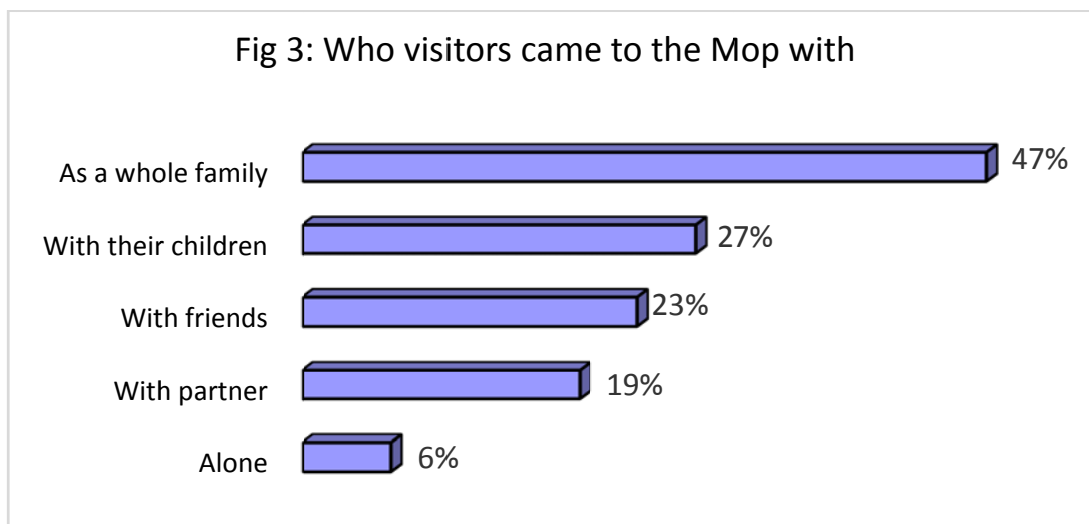
### 2.3 Whether visiting both this Mop and following week's Runaway Mop

Visitors were questioned as to whether they would be visiting both this Mop and the following week's other fair the Runaway Mop in 2013. Exactly a third said they would.



### 2.4 Visitor Party

The majority (47%) came to the Mop as a whole family. 27% came with their children and just less than one quarter (23%) with friends.



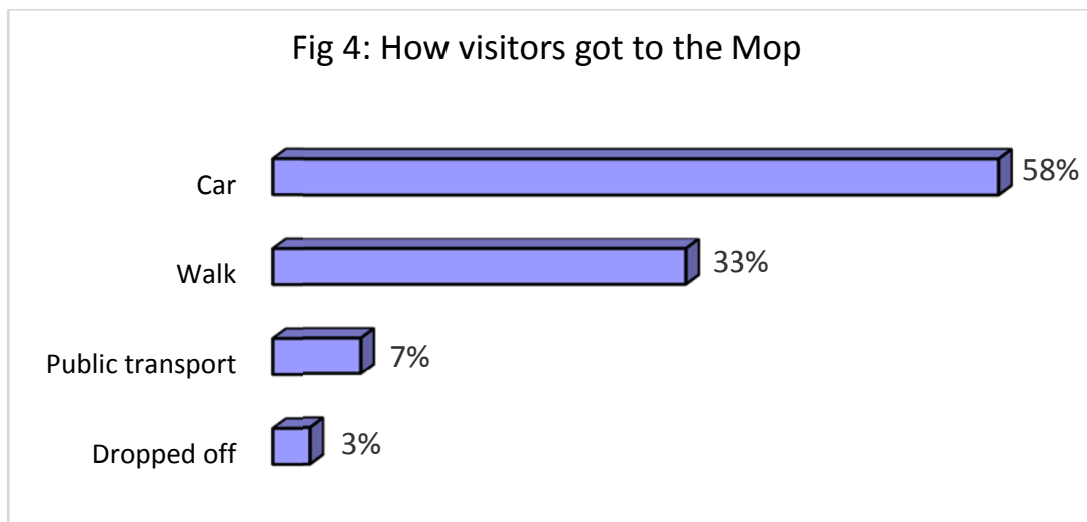
## 2.5 What visitors do at the Mop

When asked what they did at The Mop, eight out of ten visitors go on the rides during their time at the Mop. Just less than a half (47%) spend money at the stalls and a third (34%) have something to eat. Three in ten visitors go to the Mop and then eat/drink in town, whilst 18% just go to the Mop without going on the rides, etc. 7 comments were supplied regarding doing something else, as per Appendix 2.

<b>Table 3: What visitors do at the Mop</b>	
Go on the rides	80%
Go to the stalls	47%
Have something to eat	34%
Go to Mop plus eat / drink in town	30%
Just go to the Mop without going on rides, etc.	18%
Go to Mop plus shop in town	15%
Go to Mop plus do something else in town	5%

## 2.6 How travel to the Mop

Most arrived at the Mop by car (58%), a third (33%) walked, and 7% used public transport.



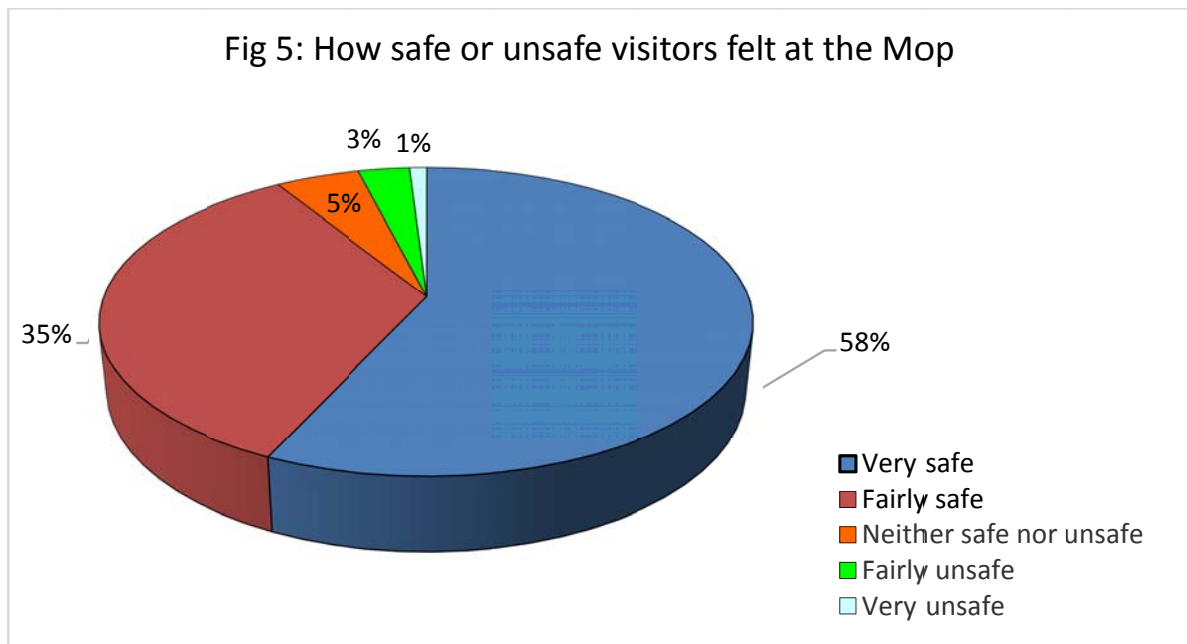
## 2.7 Parking

Six in ten visitors who came by car (63%) parked in a car park other than Westgate car park, and 29% parked on the street.

<b>Table 4: Where visitors parked</b>	
Other car park	63%
On street	29%
At someone's residential property	4%
Westgate car park	3%

## 2.8 Safety

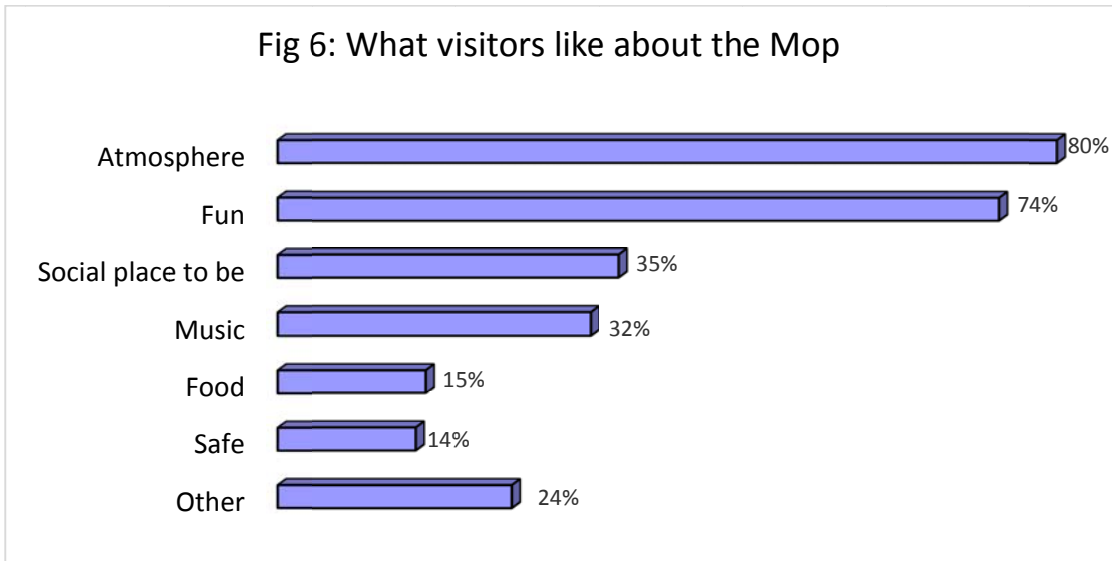
93% of those surveyed felt very or fairly safe at the Mop versus 4% who felt fairly or very unsafe.



## 2.9 What visitors like about the Mop

Exactly four fifths of those surveyed (80%) like the atmosphere, nearly three quarters (74%) enjoy the fun of the mop, and over a third (35%) felt it was a social place to be. 32% like the music.

47 comments were received from the quarter of respondents who stated other things they liked about the Mop and these are listed in Appendix 3.



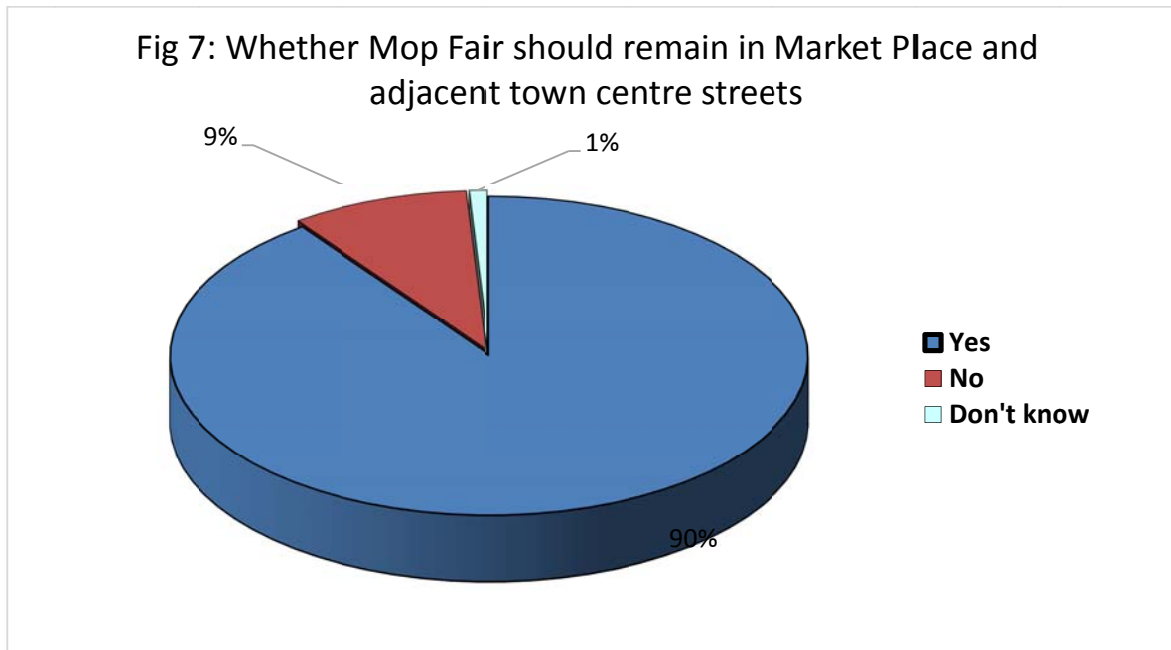
### 2.10 Whether visitors think anything needs to change

Just over six in ten interviewed (63%) stated no change, however, over a quarter (26%) thought there should be other changes, as per Appendix 4. 8% wished to see more traditional rides and 3% thought the Mop should be held on more days.

<b>Table 5: Whether visitors think things need to change</b>	
No change	63%
Have more traditional style rides, e.g. Victorian	8%
Be held on more days	3%
Be on at a different time of year	2%
Have other themed rides, e.g. rock 'n' roll	2%
Be held on fewer days	1%
Be on different days of the week	0%
Other	26%

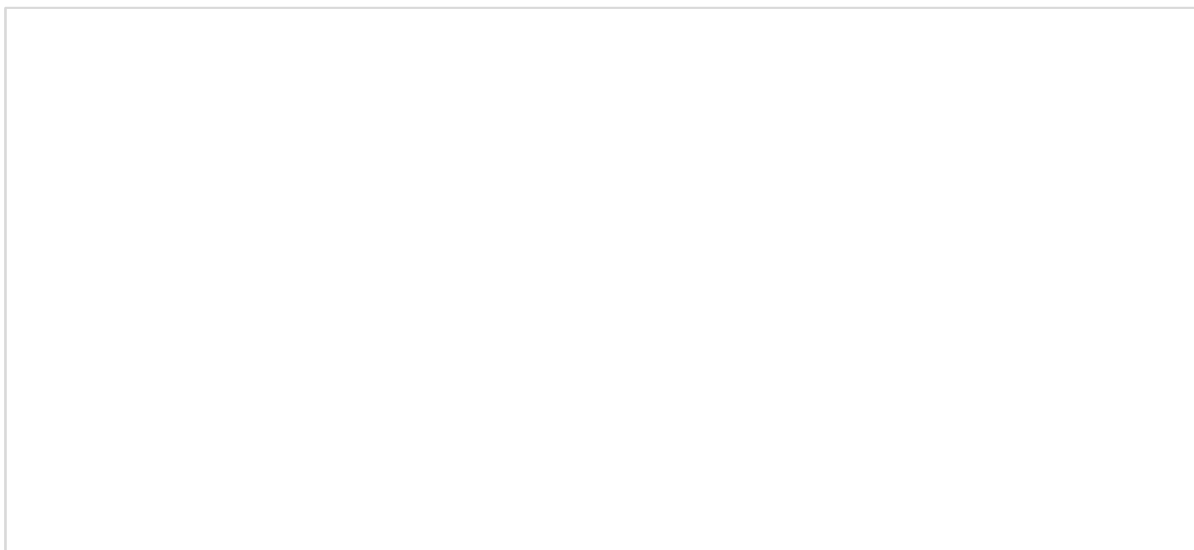
### 2.11 Whether the Mop Fair should be located

The overwhelming majority of those surveyed at the Mop confirmed they did think the Mop Fair should remain in the Market Place and adjacent town centre streets. 16 comments were received suggesting other places where some visitors thought the Mop Fair should be based, as outlined in Appendix 5.



### 2.12 Origin of visitors

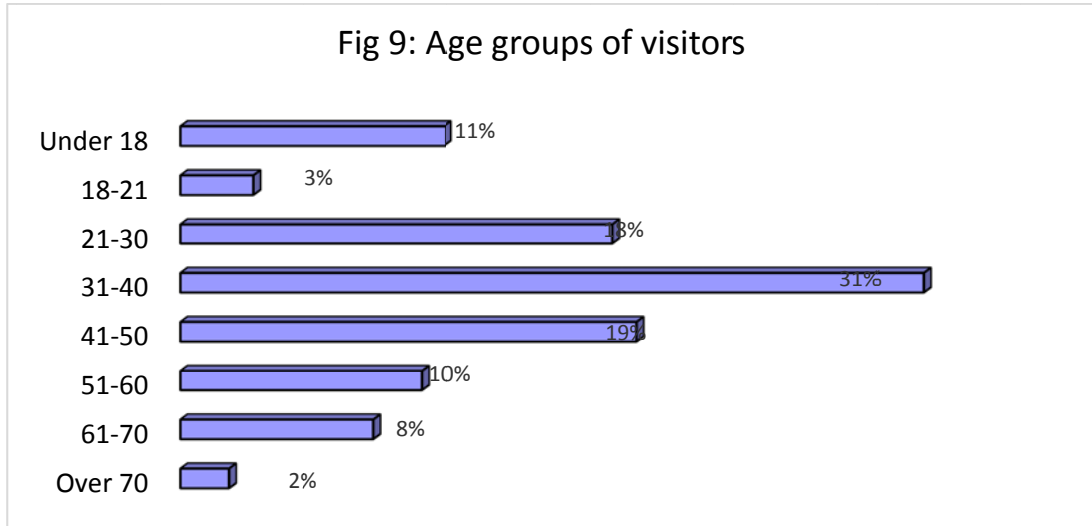
Just under half (48%) of all visitors came from within Warwick itself. The parent county of Warwickshire accounted for around a third (32%) of visitors with 18% visiting the Mop fair from further afield.





### 2.13 Age group of visitors

The majority of those interviewed at the Mop Fair were aged 40 and under (63%). 10% were aged 61 and over.



### 2.13 Gender of Visitor

61% of respondents were female, versus 39% male.

