

# Surrey Fusion Festival Exit Survey 2019

Survey Results  
August 02 2019

The results of this survey, conducted between July 20 2019 and July 29 2019, are not weighted to the City of Surrey's population.

The results are based on 646 survey responses.

# Background

The survey was designed to gauge the experience of attendees at the Fusion Festival, to better understand what marketing strategies are working and identify ways in which the festival can be improved in the future.

These results are based on 646 responses from an online survey conducted between July 20 – July 29 2019.

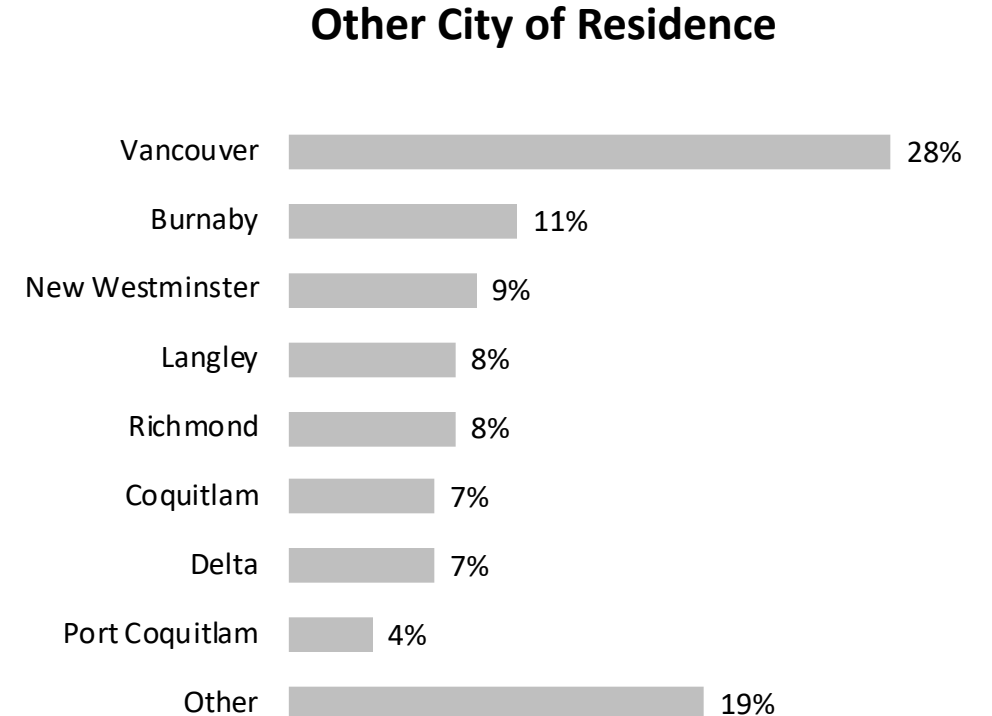
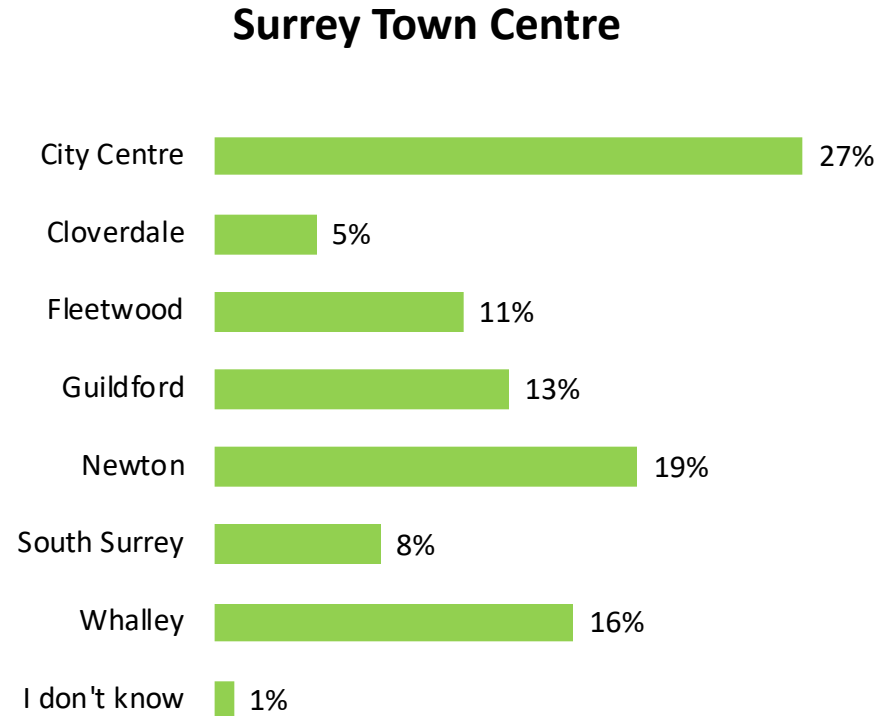
# SURREY FUSION FESTIVAL

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SAVINGS

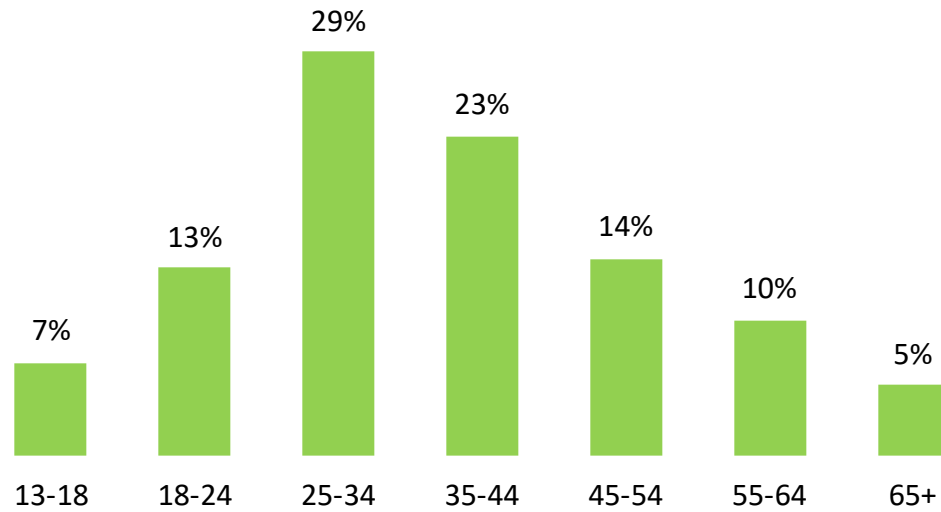
# Profile of Survey Participants (#1)

71% of survey participants live in Surrey

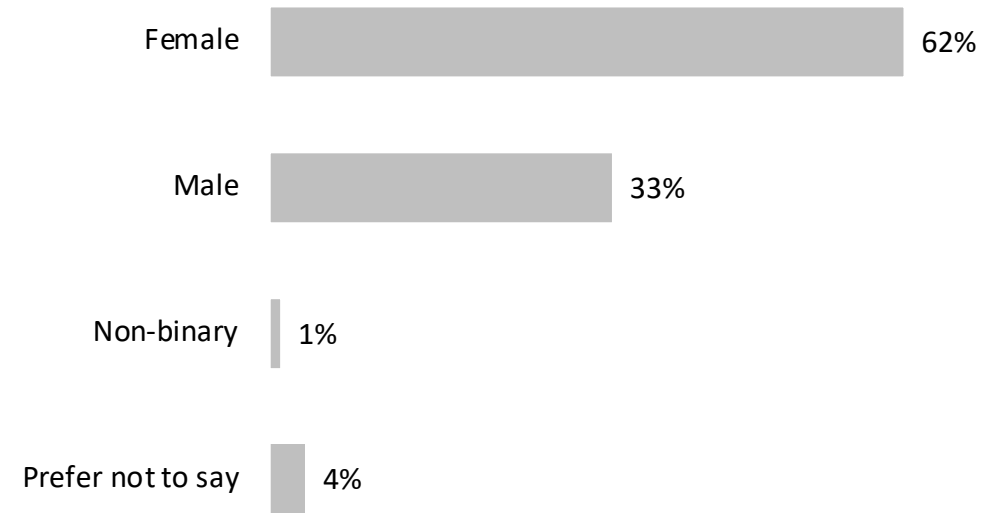


# Profile of Survey Participants (#2)

### Age Range

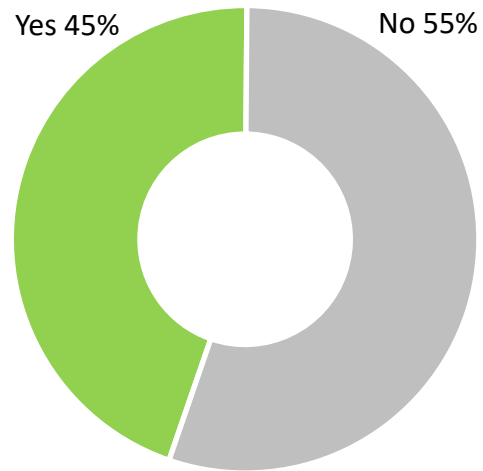


### Gender

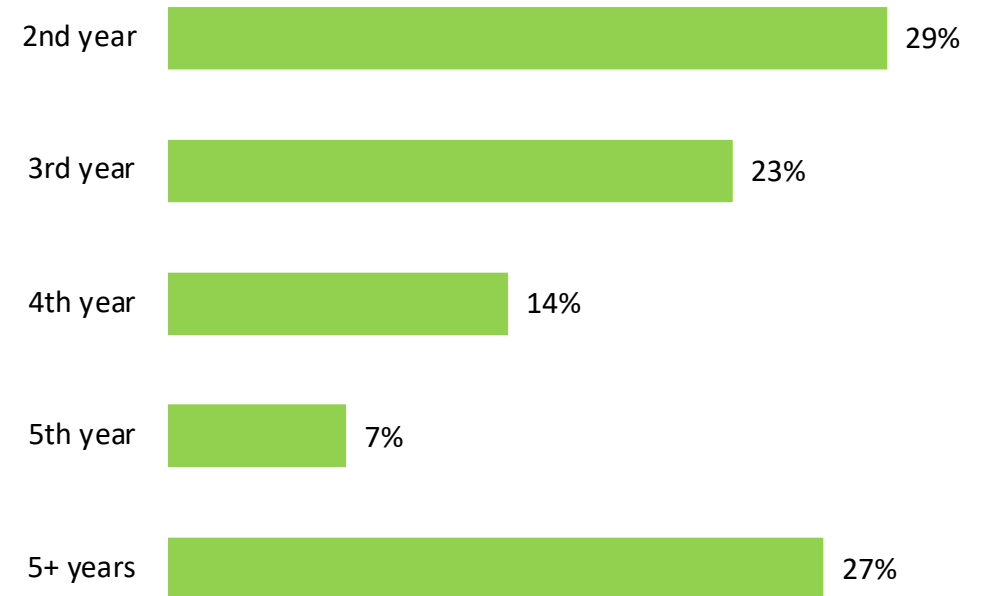


# Attendance at the Surrey Fusion Festival

## First Time Attendance



## Number of Times Attended in Past

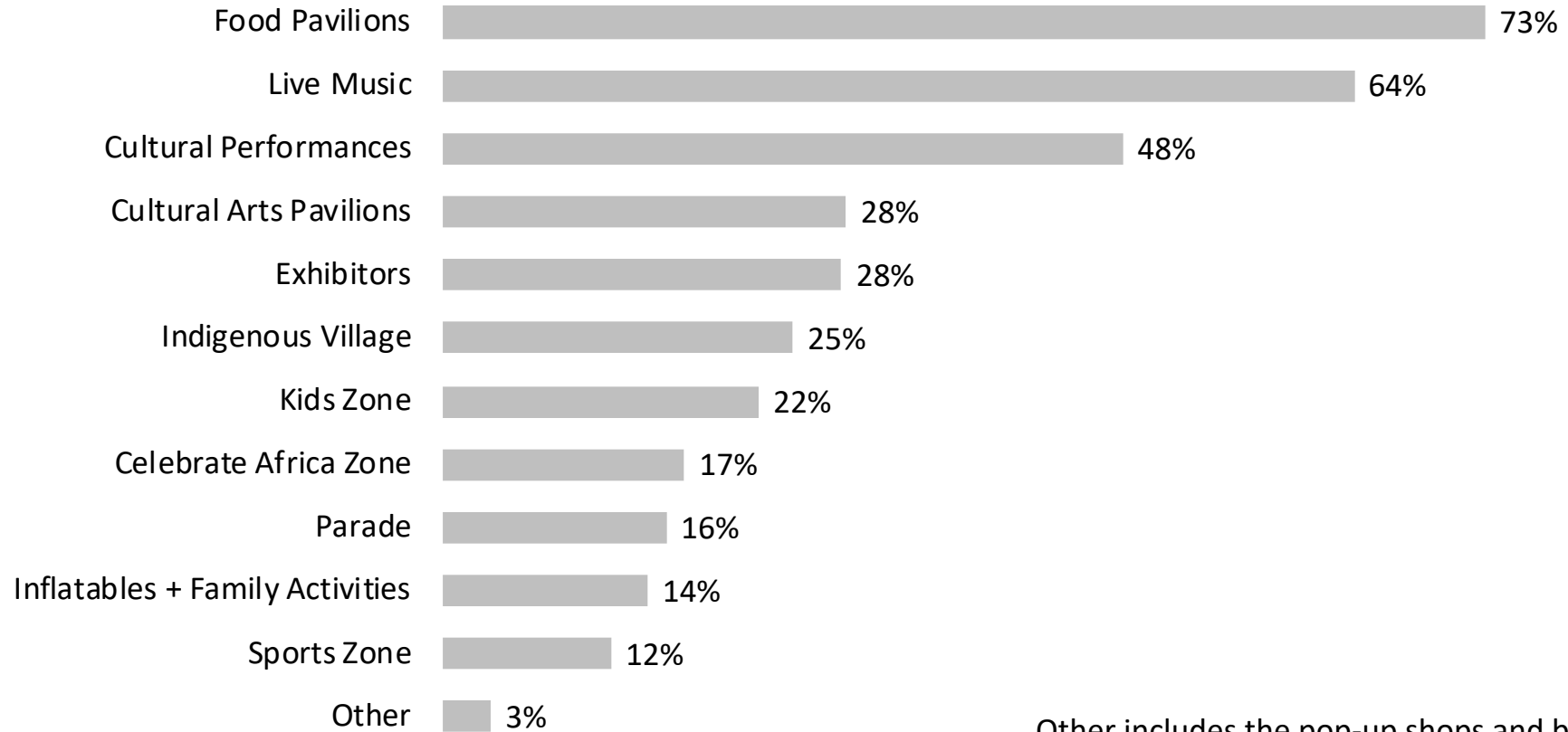


Q: Is this your first time at the event?

Q: How many years have you attended this event?

Total participants: 640/353

# Most Enjoyable Activities/Attractions at the Surrey Fusion Festival



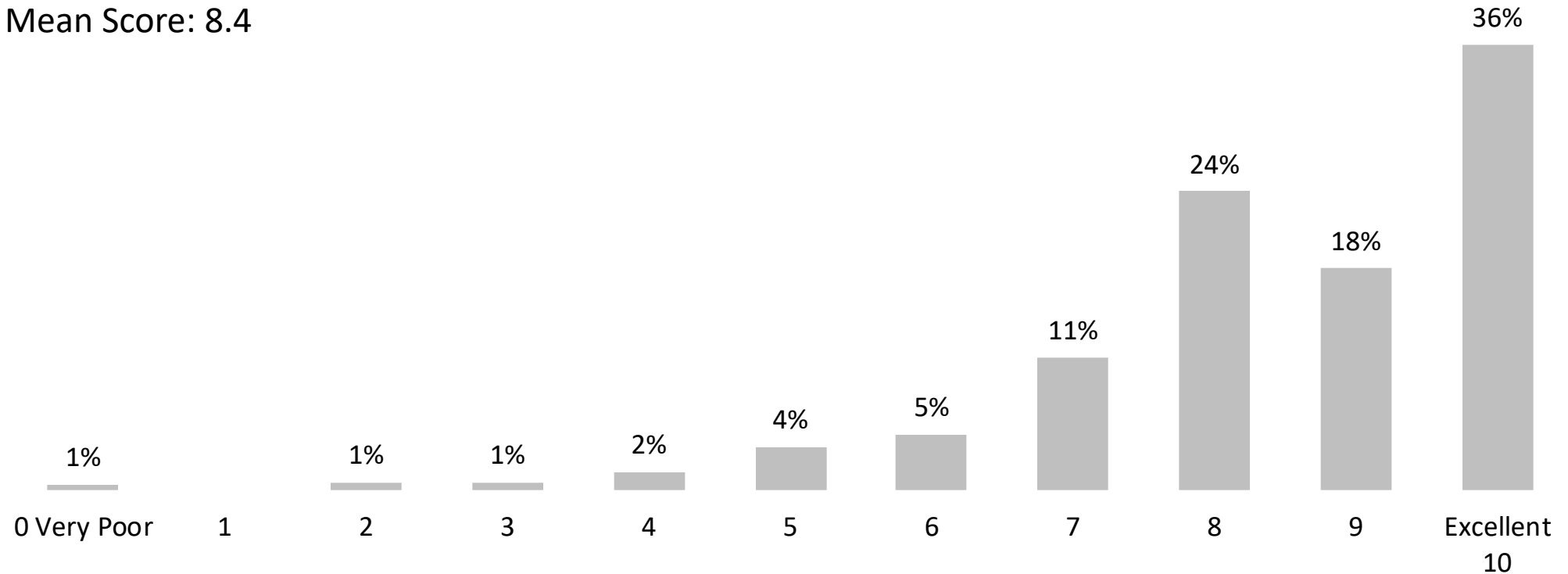
Other includes the pop-up shops and beer garden.

Q: What did you enjoy most about the event? Select all that apply.

Total participants: 618

# Rating Overall Experience at the Surrey Fusion Festival

Mean Score: 8.4



Q: How would you rate your experience at the Surrey Fusion Festival, where 10 is excellent and 0 is Very Poor?  
Total participants: 598

# Suggested Improvements to the Surrey Fusion Festival

Some of the suggested improvements include:

- More shaded seating areas especially for those eating on site
- More water stations and water misters
- More washrooms and recycling and garbage bins
- Less expensive food options
- Better organization of the line-ups especially at the food pavilions
- More food pavilions and food options
- More amusements and live entertainment
- More parking around the event
- Ensure music volume at pavilions is optimal and does not interfere with nearby pavilions/stages
- Improve the ticket purchasing system (e.g. provide more ticket booths) and ensure that unused tickets can be refunded easily.

Q: Is there anything about the Surrey Fusion Festival that you feel could be improved?

Total participants: 354