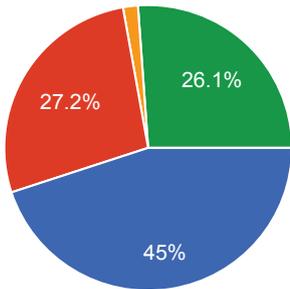




Brighton & Hove Pride 2015 SURVEY RESULTS

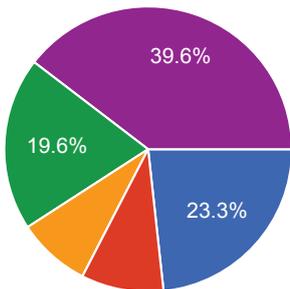
Many thanks to the almost 3000 people who responded. Your feedback is hugely valuable.

How did you get to Brighton Pride?



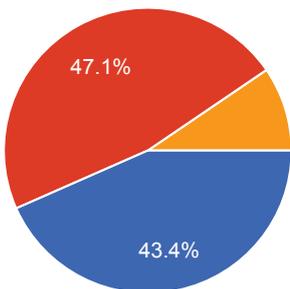
| | |
|-------|-------|
| Train | 45% |
| Car | 27.2% |
| Coach | 1.7% |
| Other | 26.1% |

Where did you stay?



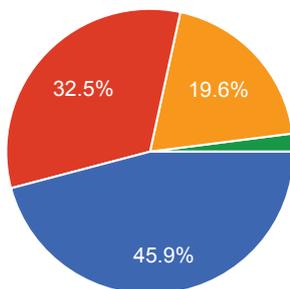
| | |
|-------------------------|-------|
| Hotel / B&B | 32.6% |
| Brighton Pride Campsite | 8.3% |
| With friends | 19.6% |
| I Live locally | 39.6% |

When do you buy your Pride ticket?



| | |
|---|-------|
| I always take advantage of the early bird ticket prices | 43.4% |
| I usually buy a couple of months before the event | 47.1% |
| I usually leave it to the day | 9.6% |

What is your age?



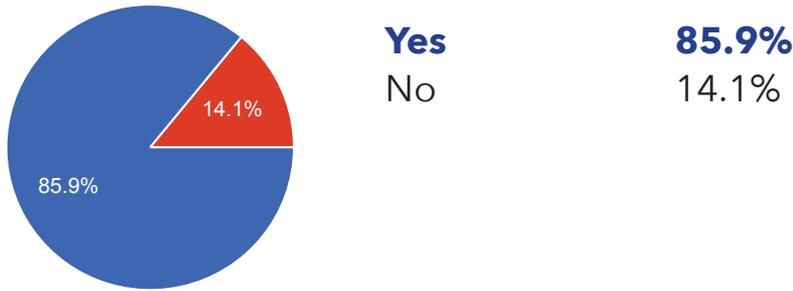
| | |
|--------|-------|
| 18-34 | 45.9% |
| 35-46 | 32.5% |
| 47-60 | 19.6% |
| 61-100 | 2% |



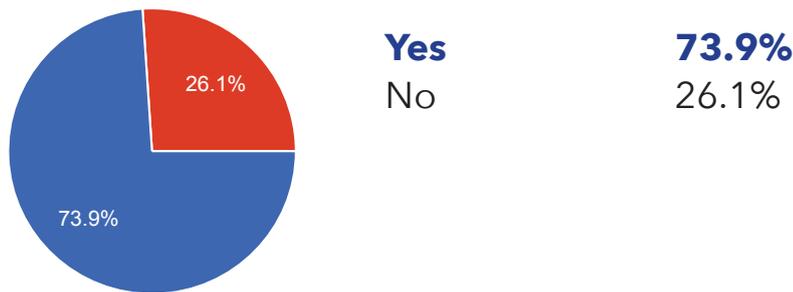
Brighton & Hove Pride 2015 SURVEY RESULTS

The Brighton Pride LGBT Community Parade

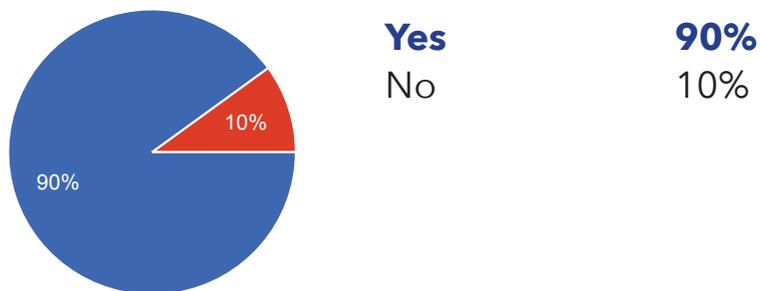
Did you watch the Brighton Pride LGBT Community Parade?



Did you prefer the parade route this year?



Did you think there is a good mix between community & commercial entries on the parade?

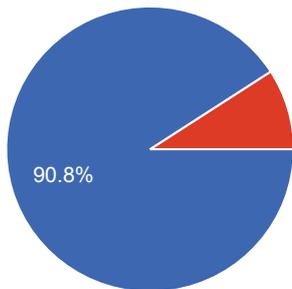




Brighton & Hove Pride 2015 SURVEY RESULTS

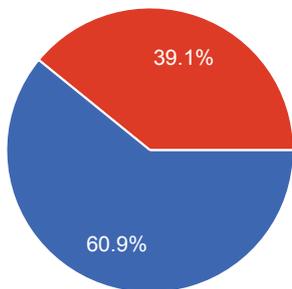
The Brighton Pride Festival

Did you attend the Pride Festival event on Preston Park?



Yes 90.8%
No 9.2%

Would you be happy to pay a little more for your ticket for help raise more money for local community organisations/ good causes ?



Yes 60.9%
No 39.1%

Did you enjoy the entertainment on the main stage?

Yes 84%
No

On a scale of 1-10, 84% scored us 5 or above
with less than 3% saying no, not at all

Would you be happy to pay a little more for your ticket to see bigger artists ?

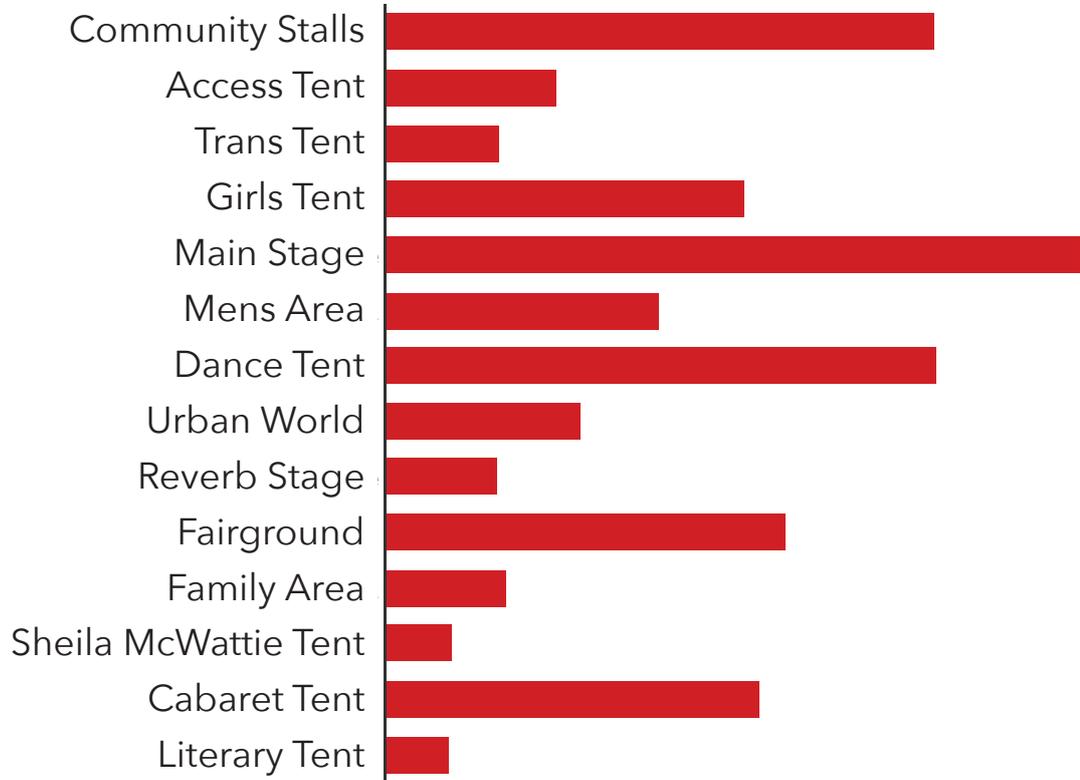
Yes 77.7%
34.4%
No

On a scale of 1-10, 77.7% scored us 5 or above
with more than a third scoring us a 10
and less than 12% saying no, not at all

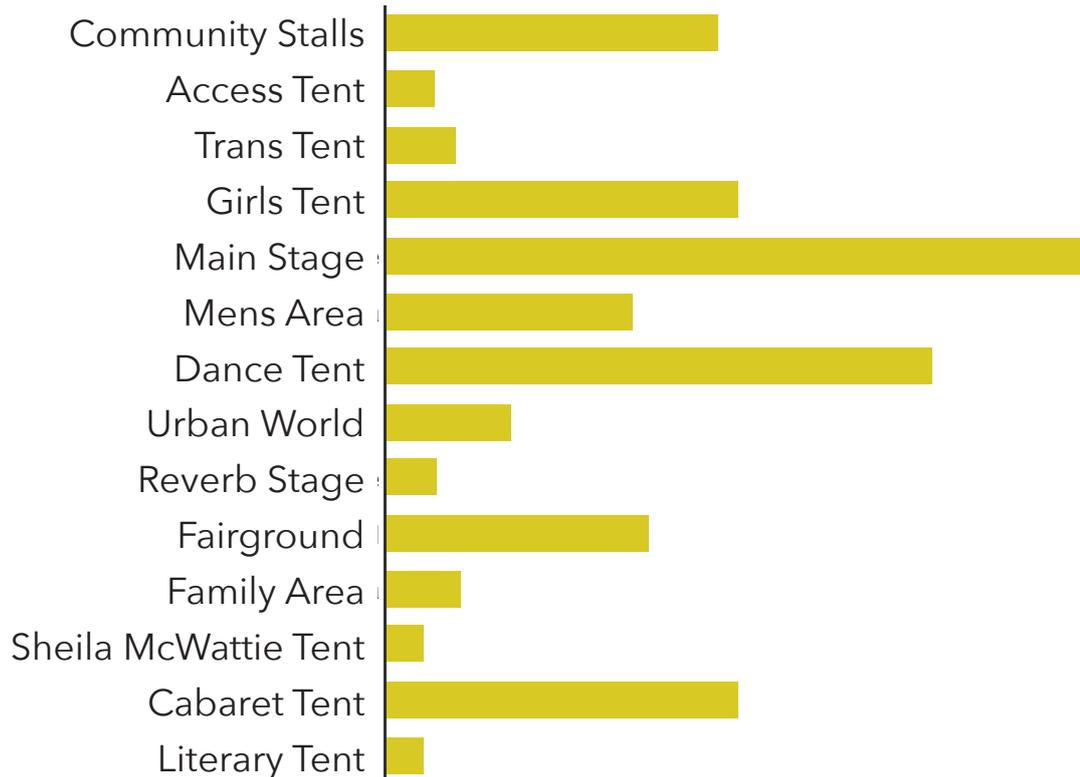


Brighton & Hove Pride 2015 SURVEY RESULTS

Which parts of the park did you visit?



Which were your favourite parts of the park?





Brighton & Hove Pride 2015 SURVEY RESULTS

Do you feel that the entertainment over the park is diverse enough?

Yes 86.9%
No

On a scale of 1-10, 86.9% scored us 5 or above
with just 1.5% saying no, not at all

Do you feel that the cost of your Pride ticket is value for money?

Yes 83.7%
No

On a scale of 1-10, 83.7% scored us 5 or above
with less than 3% saying no, not at all

Do you feel safer in the park now that there's a fence line around the park?

Yes 89.2%
No

On a scale of 1-10, 89.2% scored us 5 or above
and less than 2% saying no, they felt no safer

Did you attend any of Prides free community events in 2015?

57.2% of attendees said they visited the Pride Art Exhibitions

49.6% of attendees said they visited the Pride Diversity Games

How much money do you spend over Pride weekend?

£300 or more 23.1%

£50 - £300 66.3%

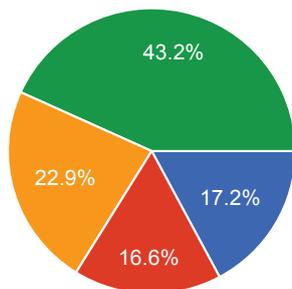
less than £50 10.7%



Brighton & Hove Pride 2015 SURVEY RESULTS

The Brighton Pride Village Party

Did you attend the Pride Village Party?



| | |
|--|-------|
| Yes I attended on Saturday | 17.2% |
| Yes I attended on Sunday | 16.6% |
| Yes I attended on Saturday & Sunday | 22.9% |
| No I didn't go the Pride Village Party | 43.2% |

Do you feel that the Pride Village Party is safer since it's become a wristbanded event?

| | |
|------------|--------------|
| Yes | 77.3% |
| No | 22.7% |

Did you visit any bars or clubs outside of the Pride Village Party?

Two thirds of respondents said yes, they did visit venues outside the PVP area with:

- 45.2% saying they visited venues on the seafront
- 6.9% going out in Hove
- 33.9% going out in central Brighton
- and 10.1% visited venues on London Road



Brighton & Hove Pride 2015 SURVEY RESULTS

Brighton Tourism

Did you visit any restaurants over Pride weekend?

Two thirds of respondents said yes, they did visit restaurants in Brighton with:
15.3% saying they ate in Kemptown
43.8% in central Brighton
7.2% in Hove
and 26.6% on the seafront

Did you go shopping over Pride weekend?

41.2% of respondents said yes, they did go shopping whilst in Brighton, with:
19.2% shopping in Churchill Square
9.8% on Western Road
and 9.2% on London Road

Did you visit any of Brighton's tourist attractions ?

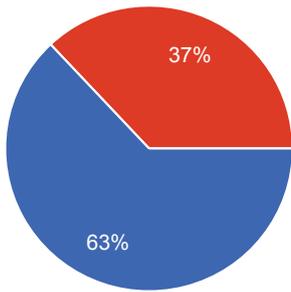
Brighton's visitor attractions scored very highly with our respondents, with Brighton Pier (92.1%), the Brighton Wheel (28.4%) and the Royal Pavilion (23.2%) being the most popular and others like the Brighton Marina, Brighton Museum and Sealife Centre also attracting increased visits.



Brighton & Hove Pride 2015 SURVEY RESULTS

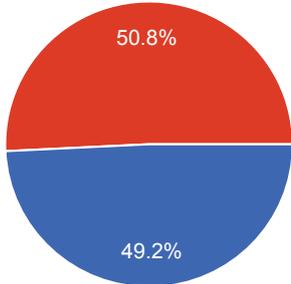
Brighton Pride CIC

Did you know that Brighton Pride CIC is a not for profit organisation?



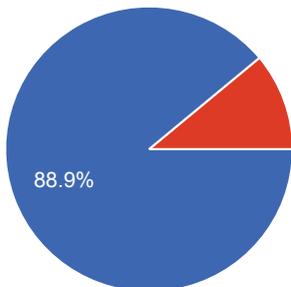
| | |
|-----|-----|
| Yes | 63% |
| No | 37% |

Did you know Brighton Pride has raised over £200,000 for good causes in the last 3 years?



| | |
|-----|-------|
| Yes | 49.2% |
| No | 50.8% |

Is it important to you to visit places that contribute to the LGBT community?



| | |
|-----|-------|
| Yes | 88.9% |
| No | 11.1% |

Are you more likely to make purchases from Companies/ brands that you see actively sponsoring Brighton Pride?

Yes 81.6% On a scale of 1-10, 81.6% scored us 5 or above