

# Mios

THE **MOSAIC** PARTNERSHIP  
PEOPLE TRANSFORMING **PLACES**

# AIC

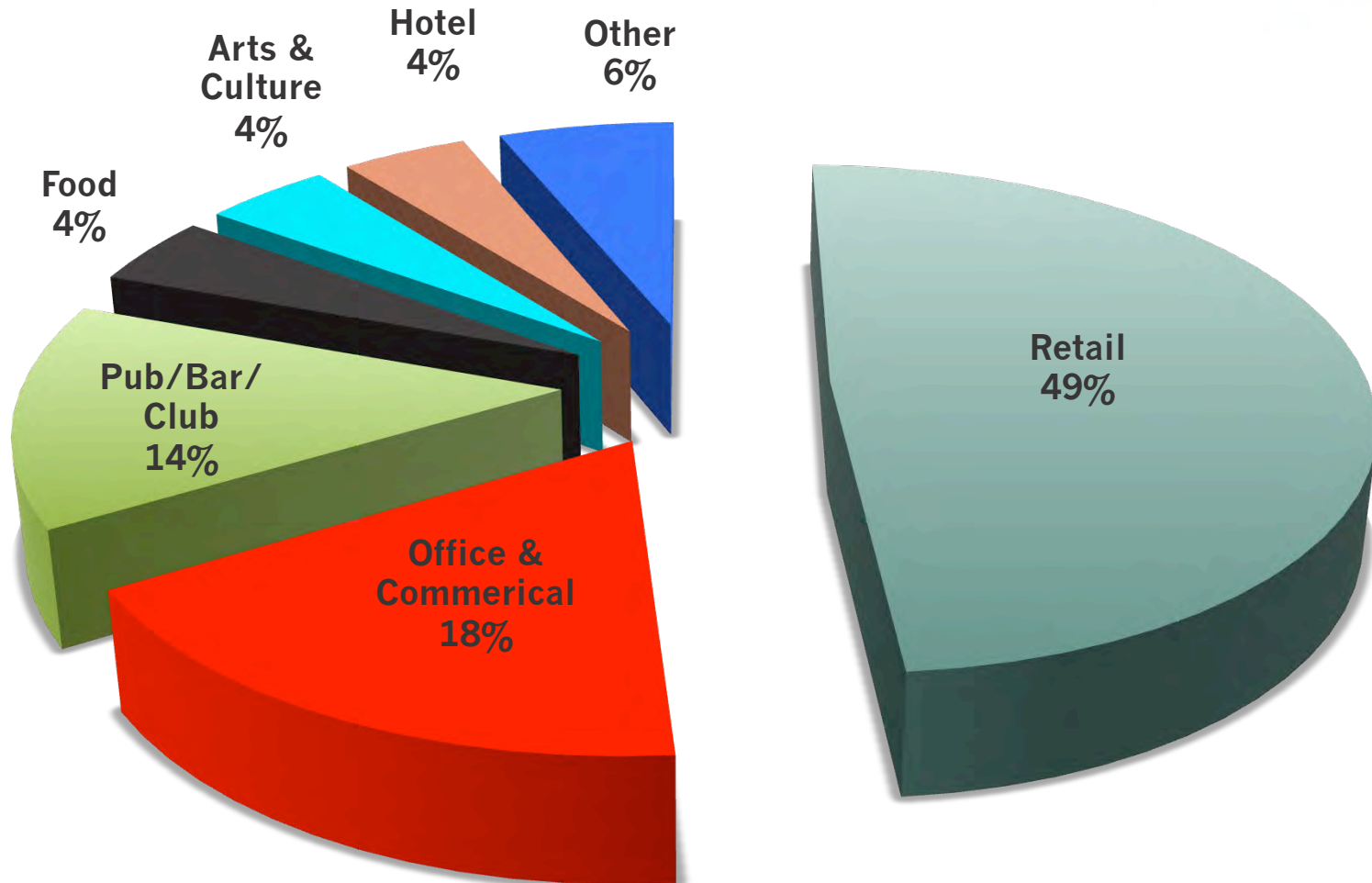
Salisbury Survey Results

# Response

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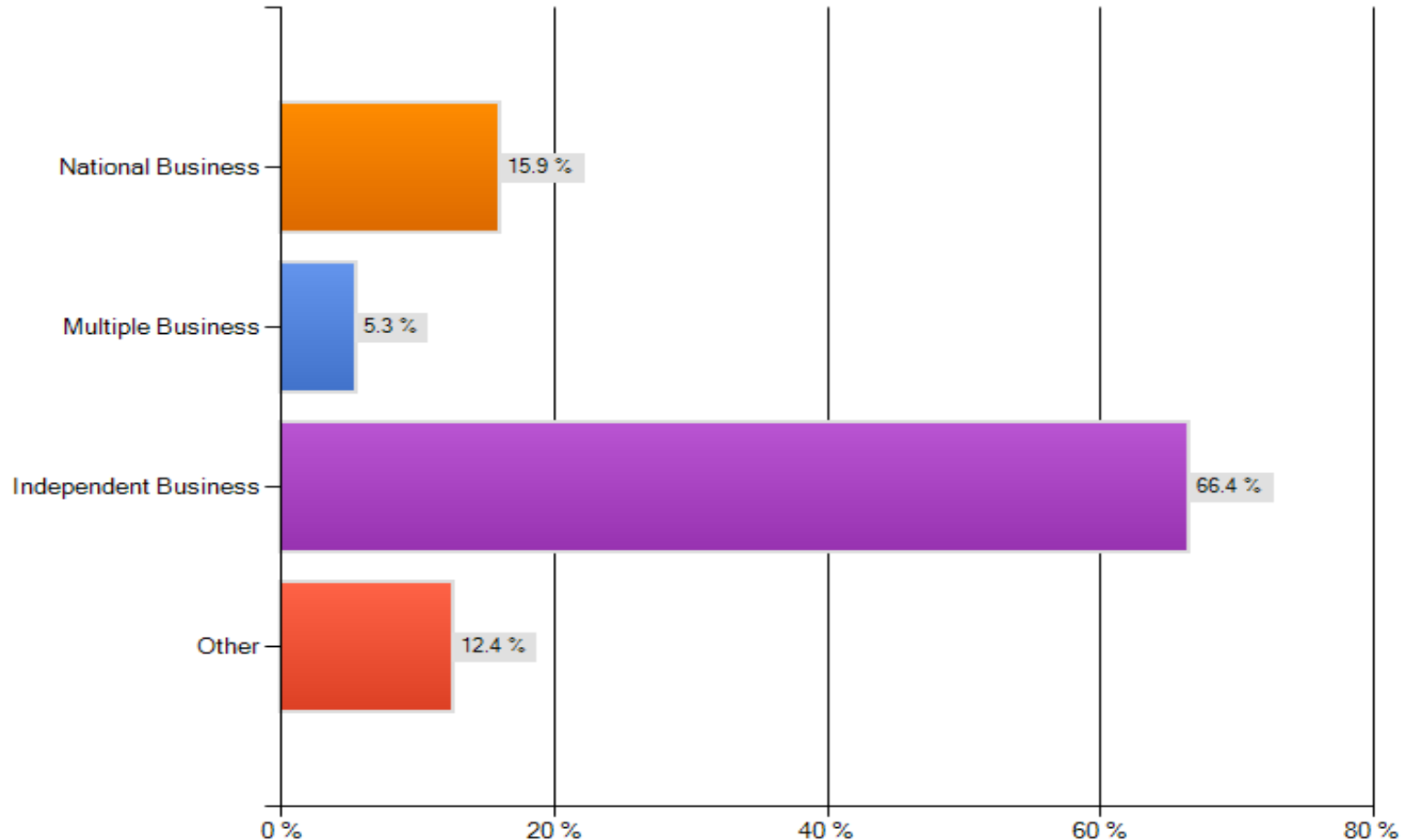
- 116 Organisations Representing 141 Votes
- 27% Response
- UK Average Response 5% - 7%
- Mosaic Average – 12% - 20%

# Respondents by Business Sector



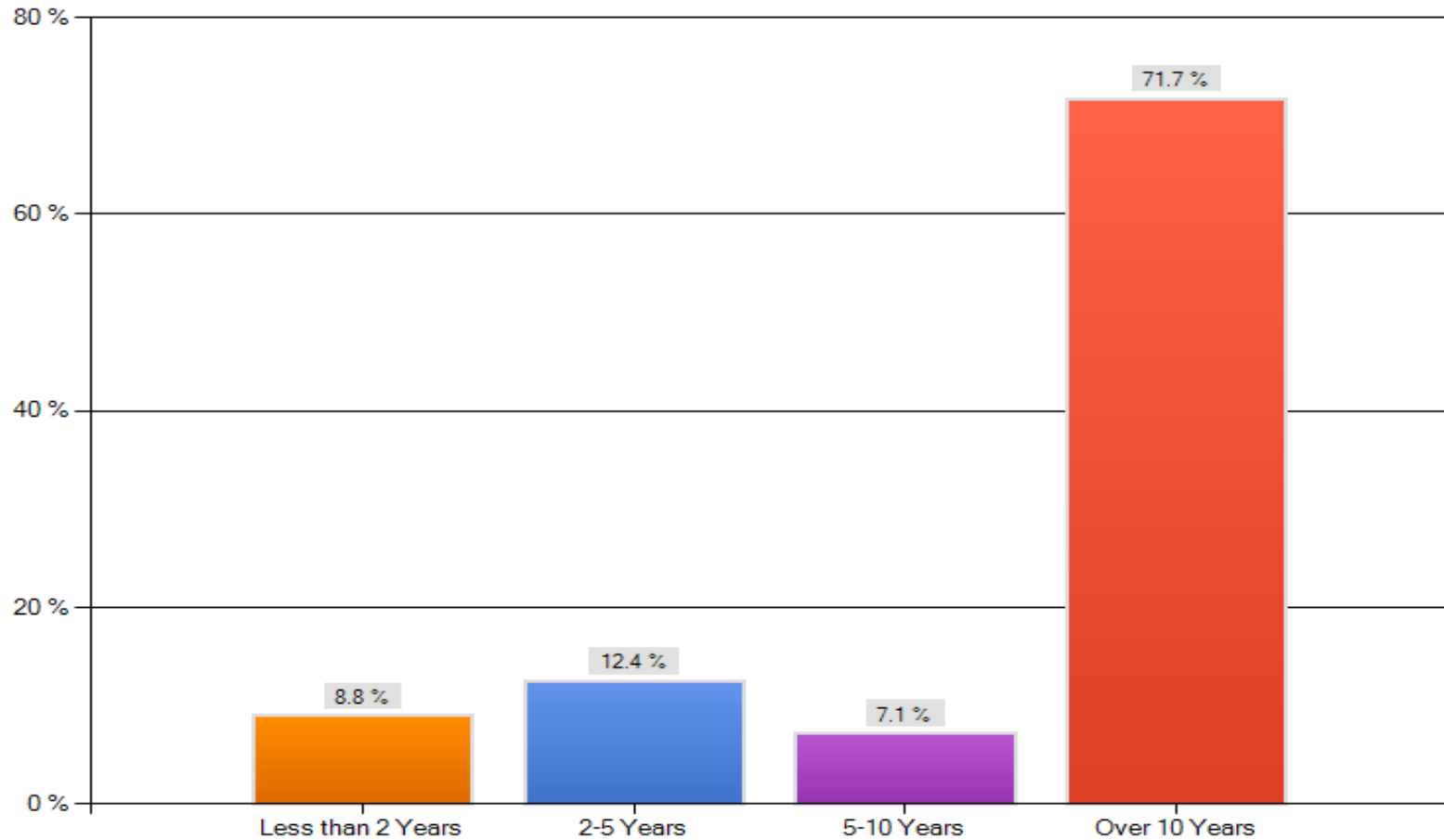
# National, Multiple, or Independent?

Would you describe your business as a:



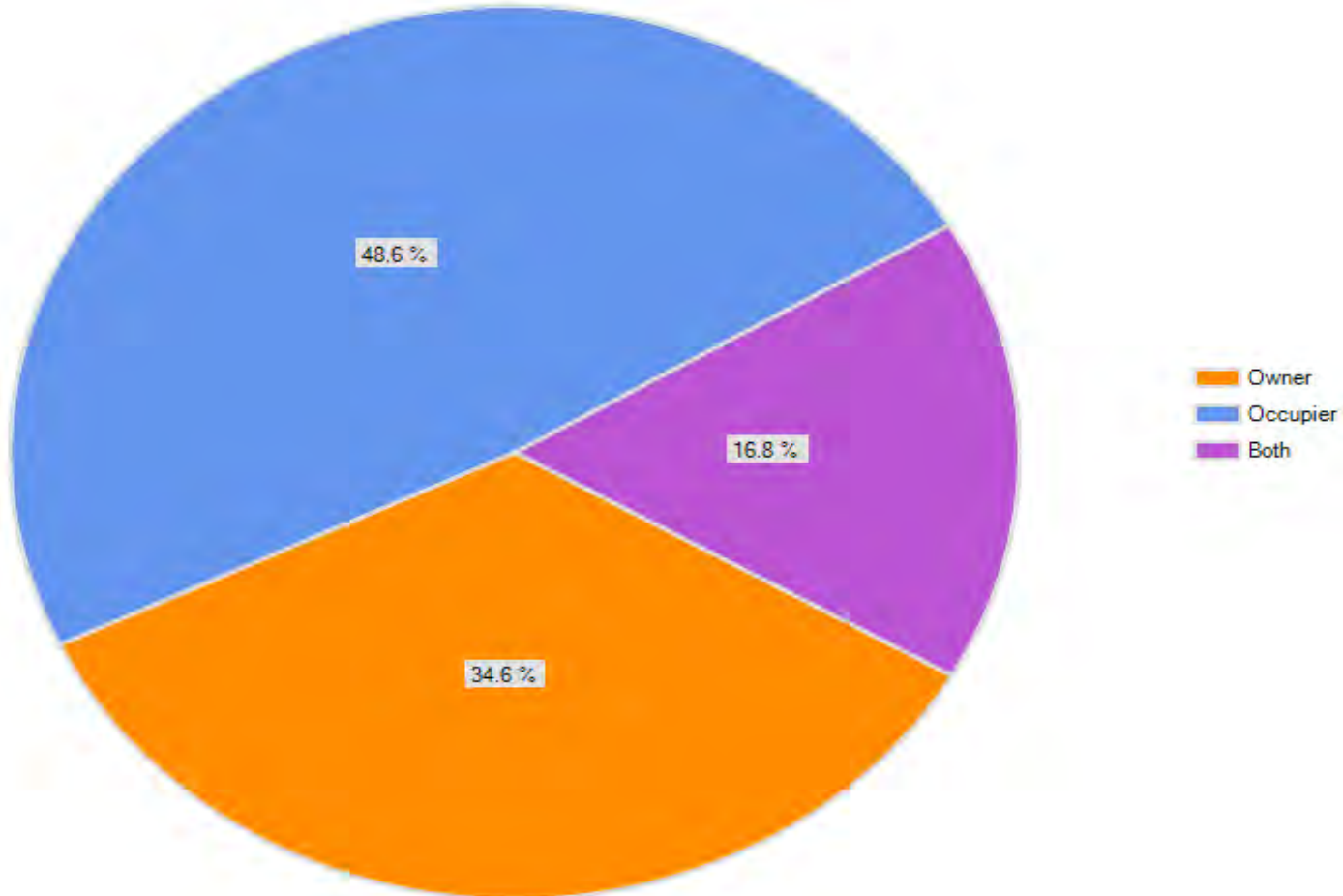
# How long in Salisbury?

How long has your business operated in Salisbury?



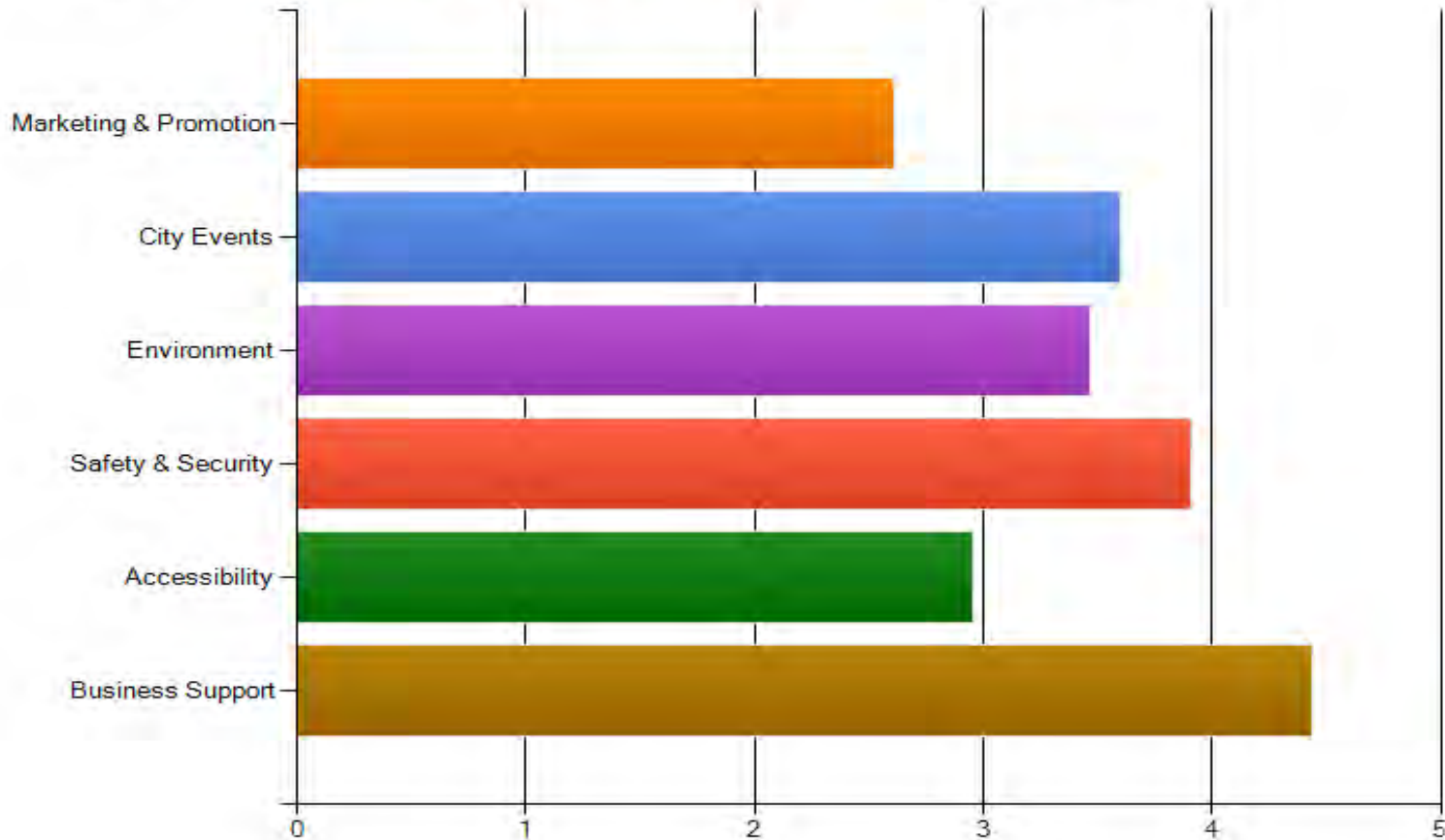
# Respondent by Owner, Occupier Status

Are you the:



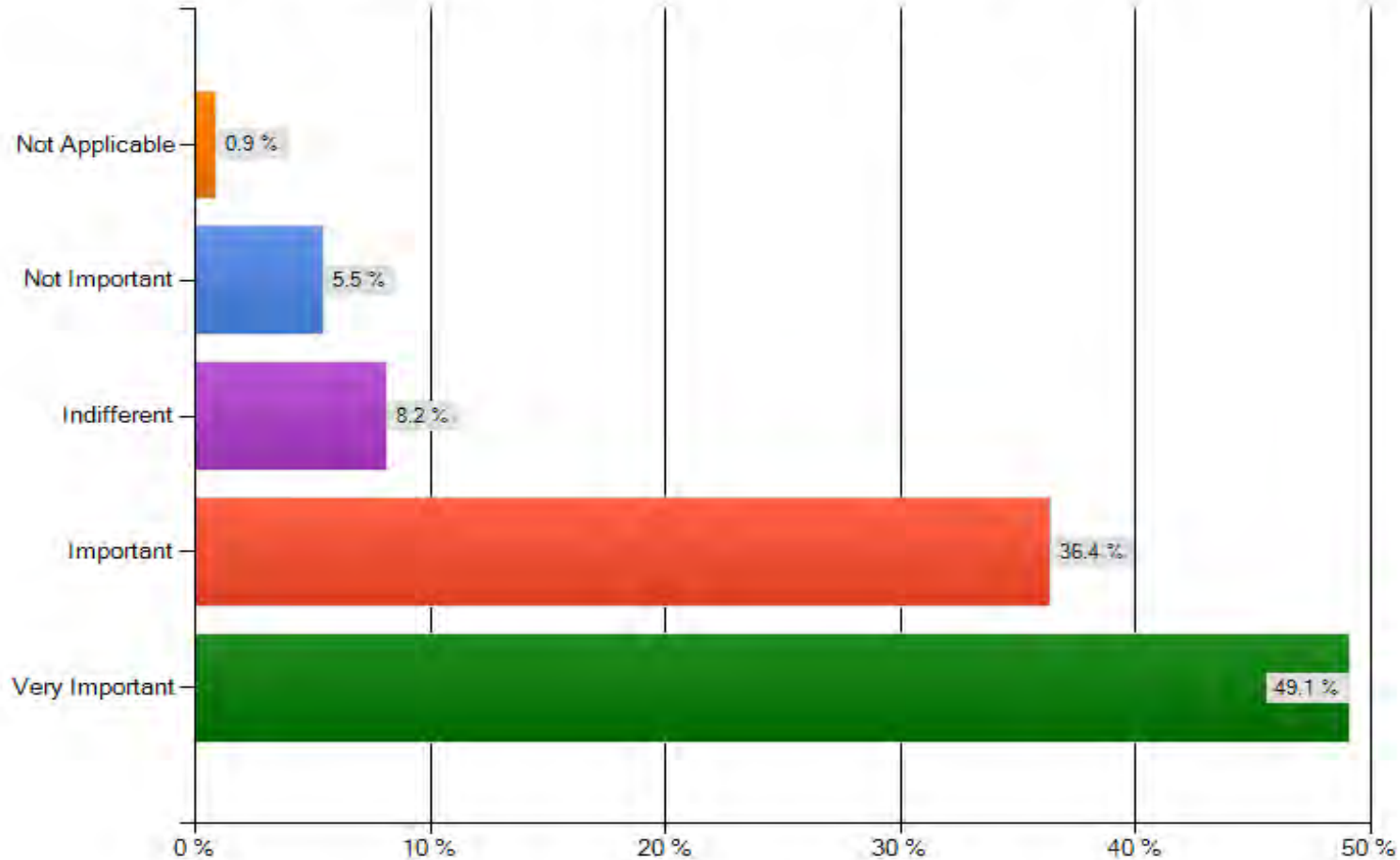
# Project Area Ranking

Could you please rank from 1 to 6 which of the following areas are most important for you in improving the City (where 1 will be the most important and 6 being the least important)



# How important is marketing?

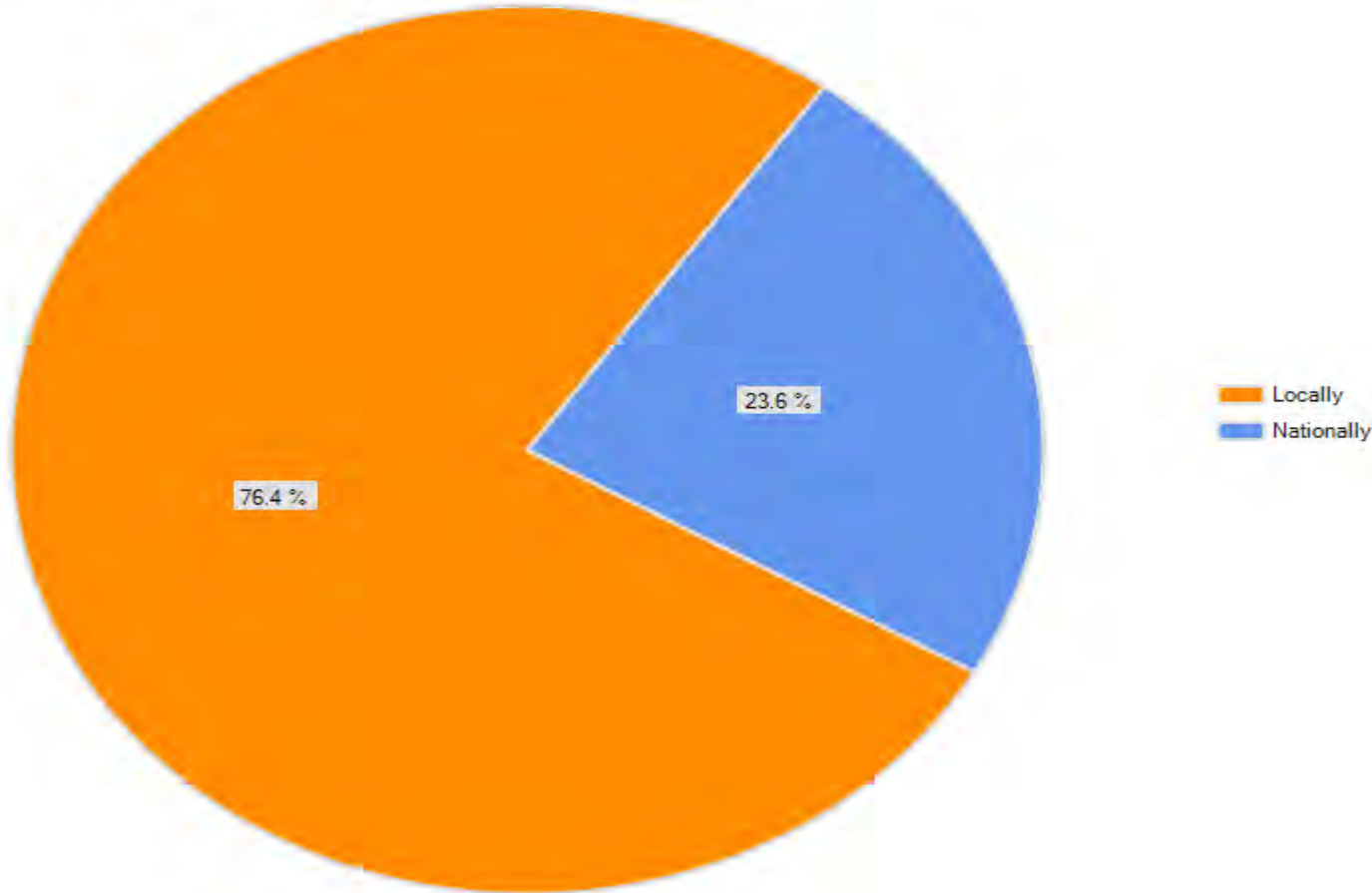
How important is marketing to your business?





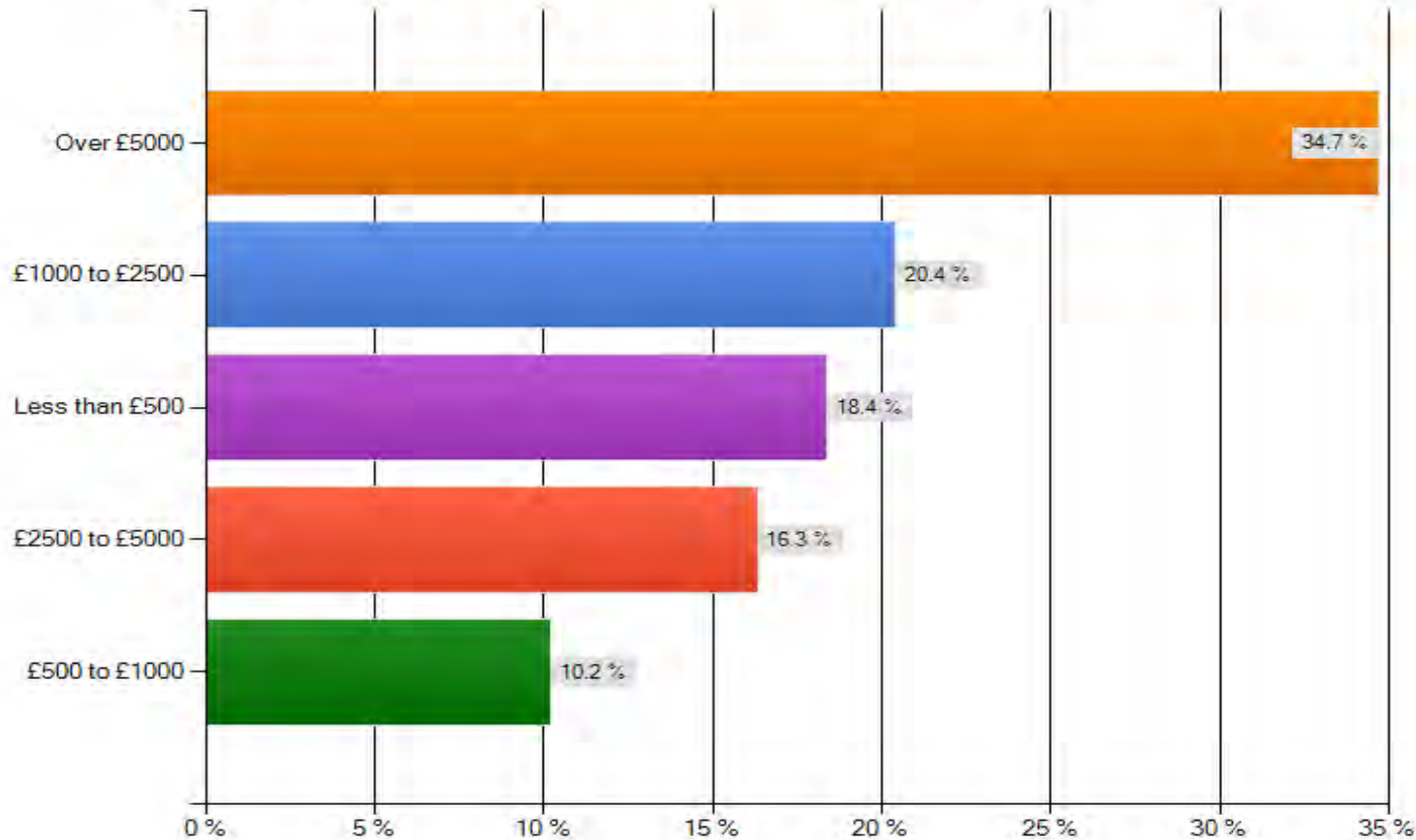
# Where is your marketing controlled?

Is your marketing spend controlled locally or nationally?



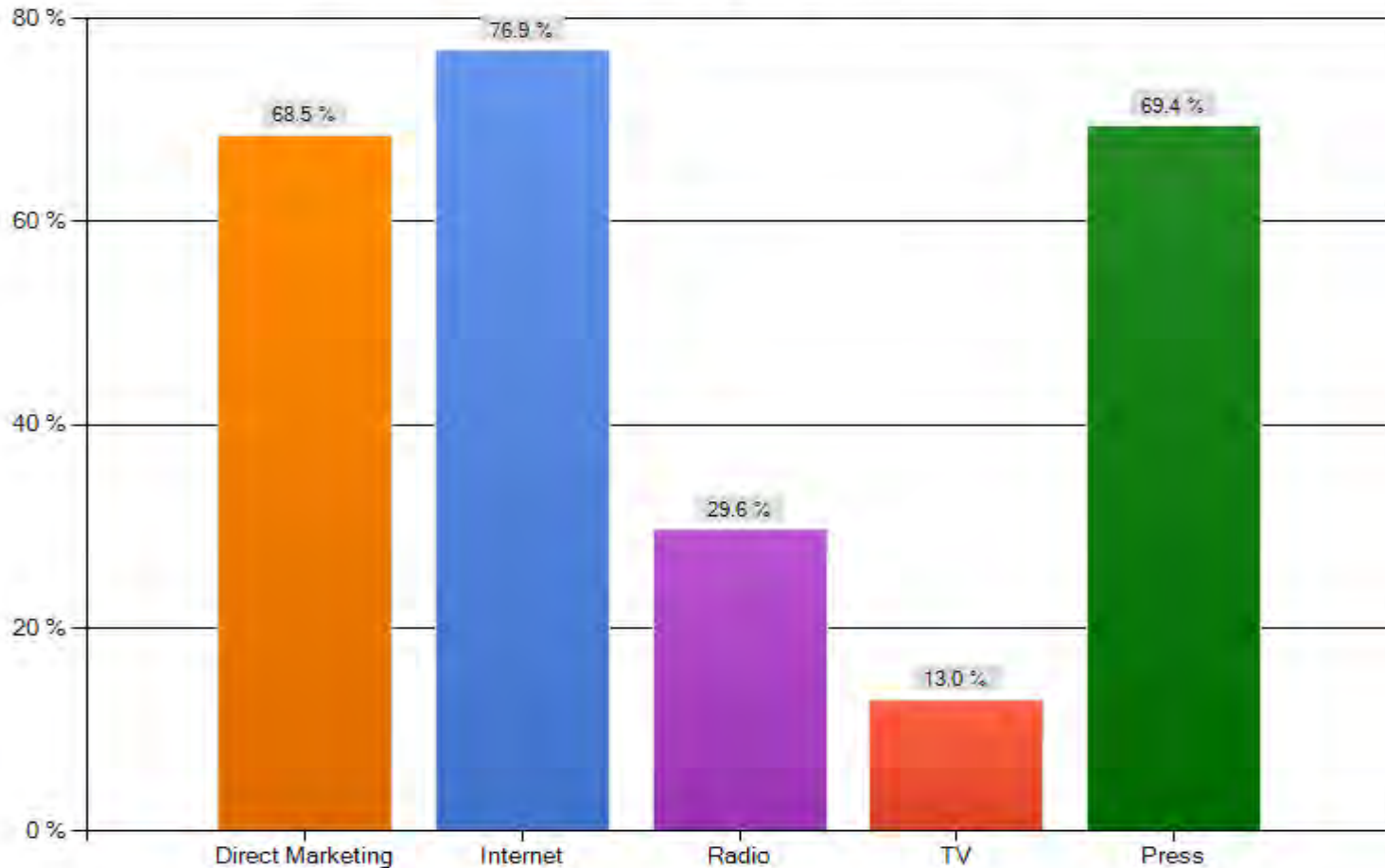
# How much do you spend on marketing pa?

As a yearly average how much do you spend on marketing your business?



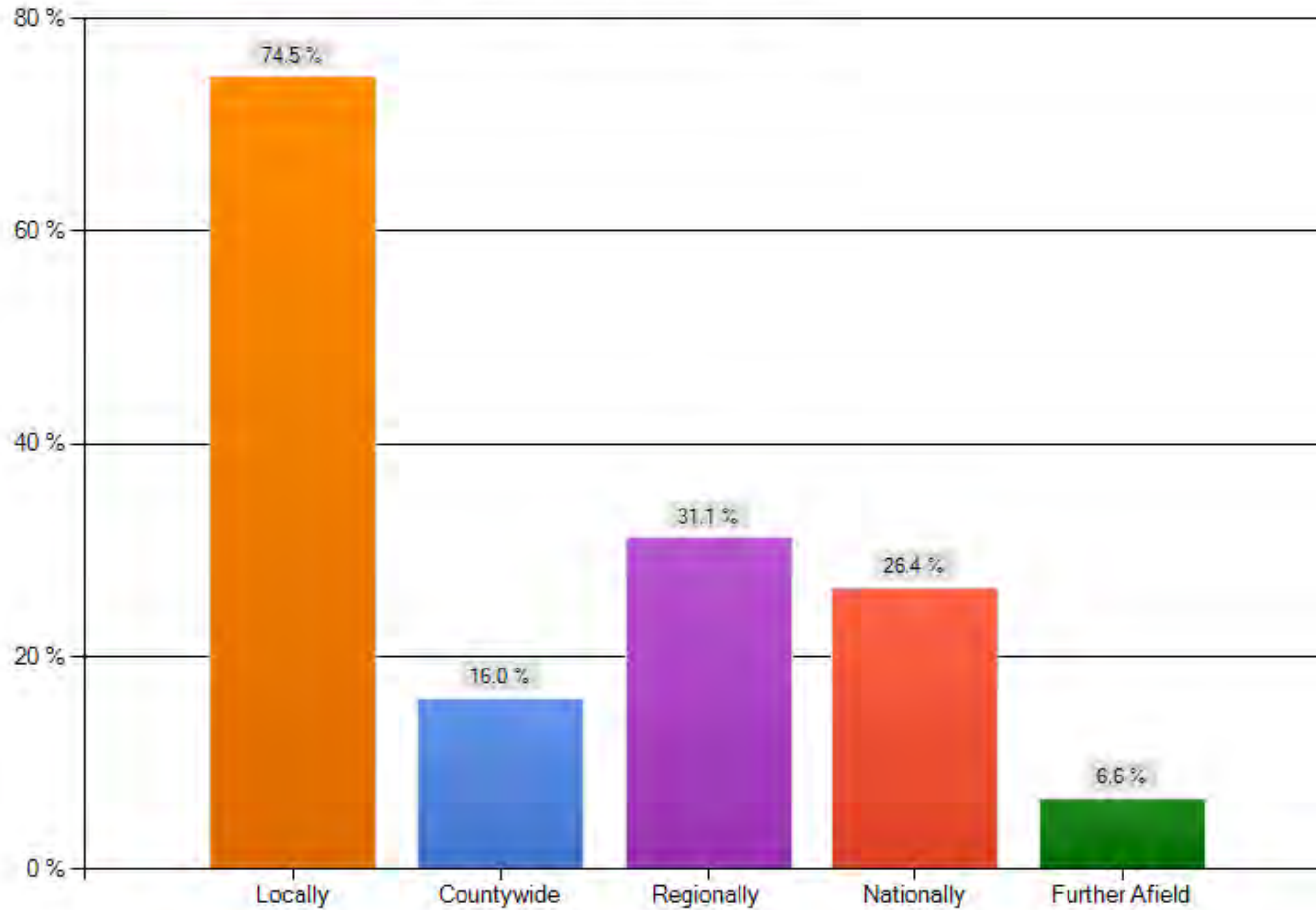
# What Method of Marketing?

What methods of advertising do you currently use?



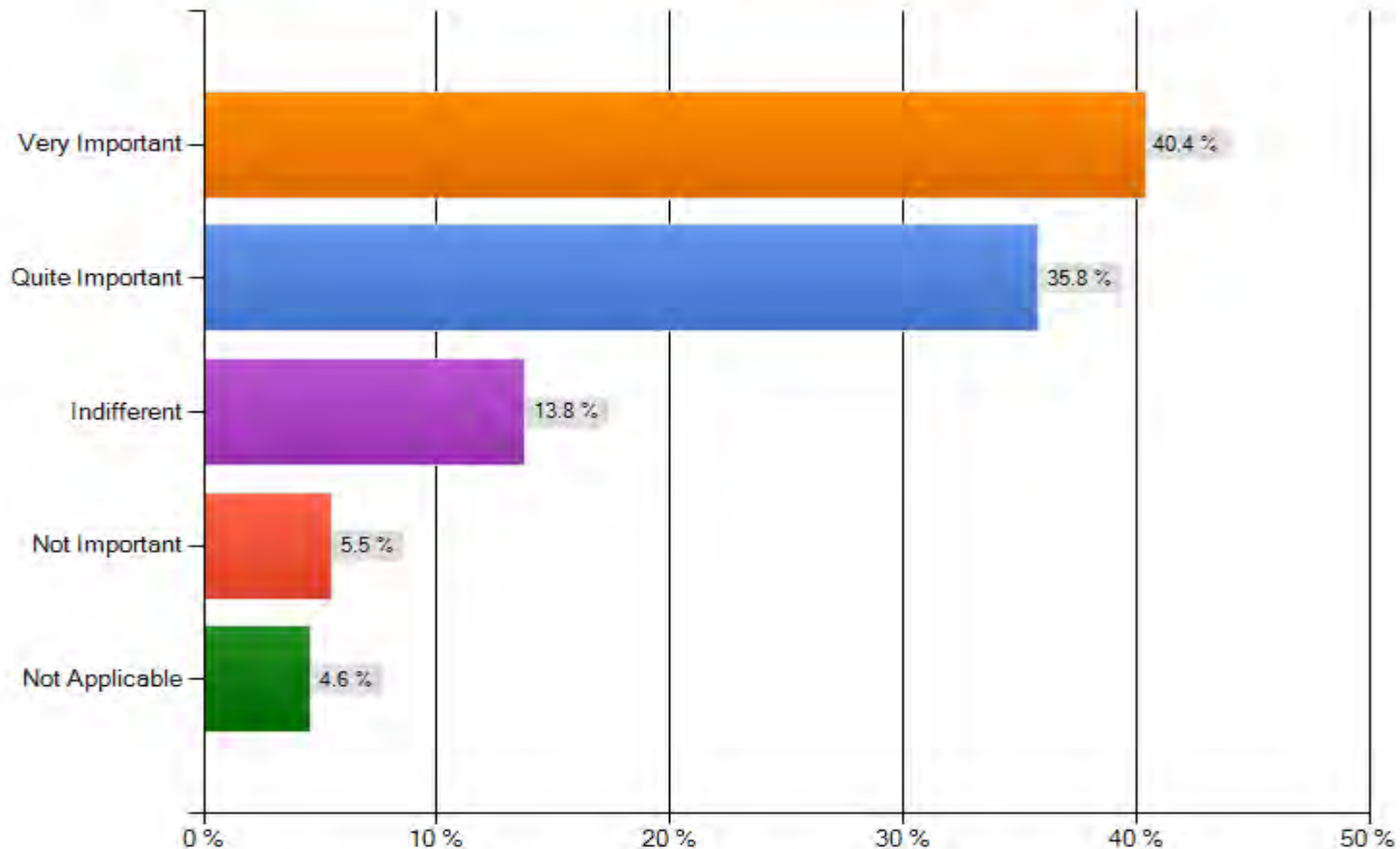
# Where do you market to?

Where do you market to?



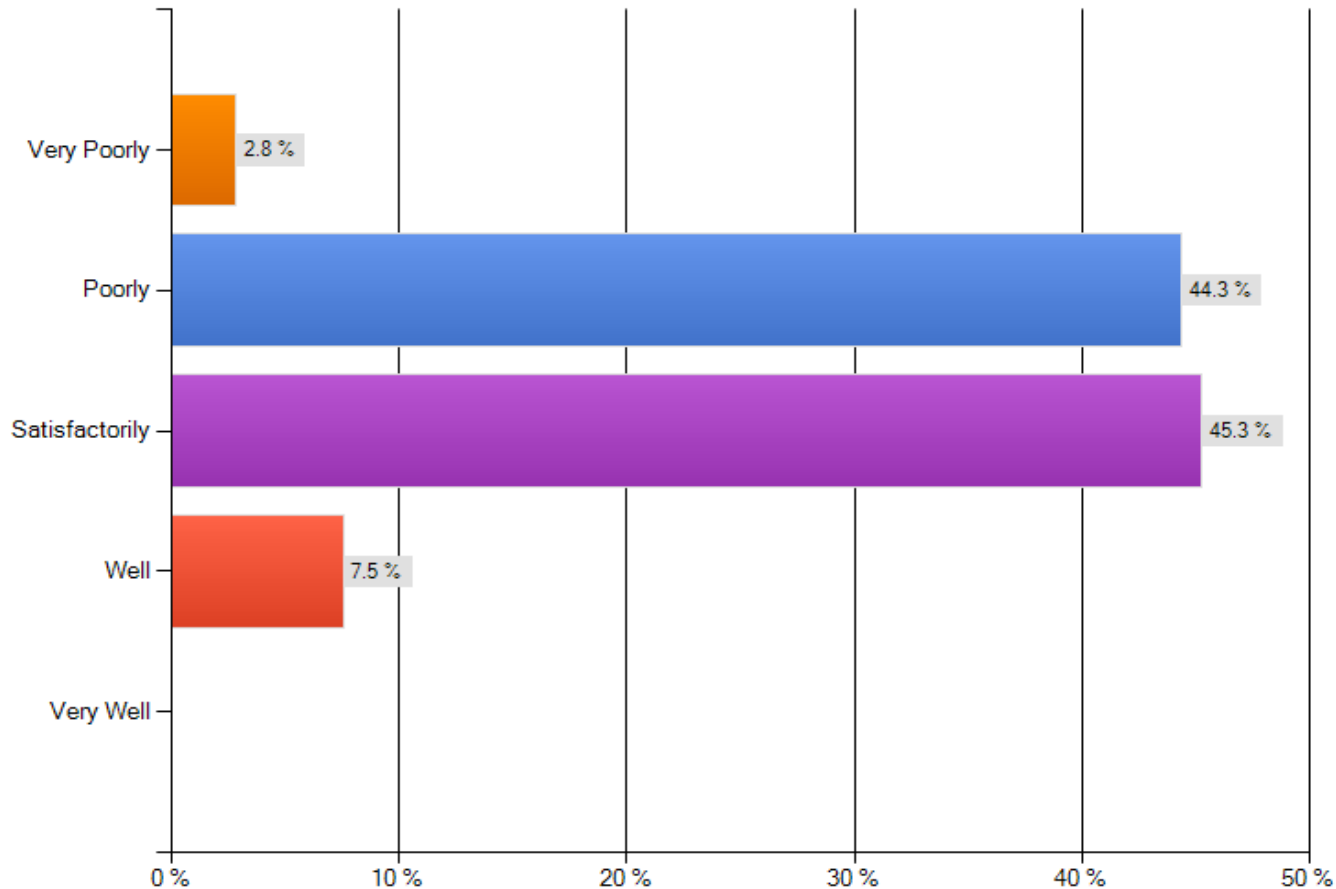
# How important is marketing of Salisbury to your business?

How important do you feel the marketing of Salisbury is to the success of your business?



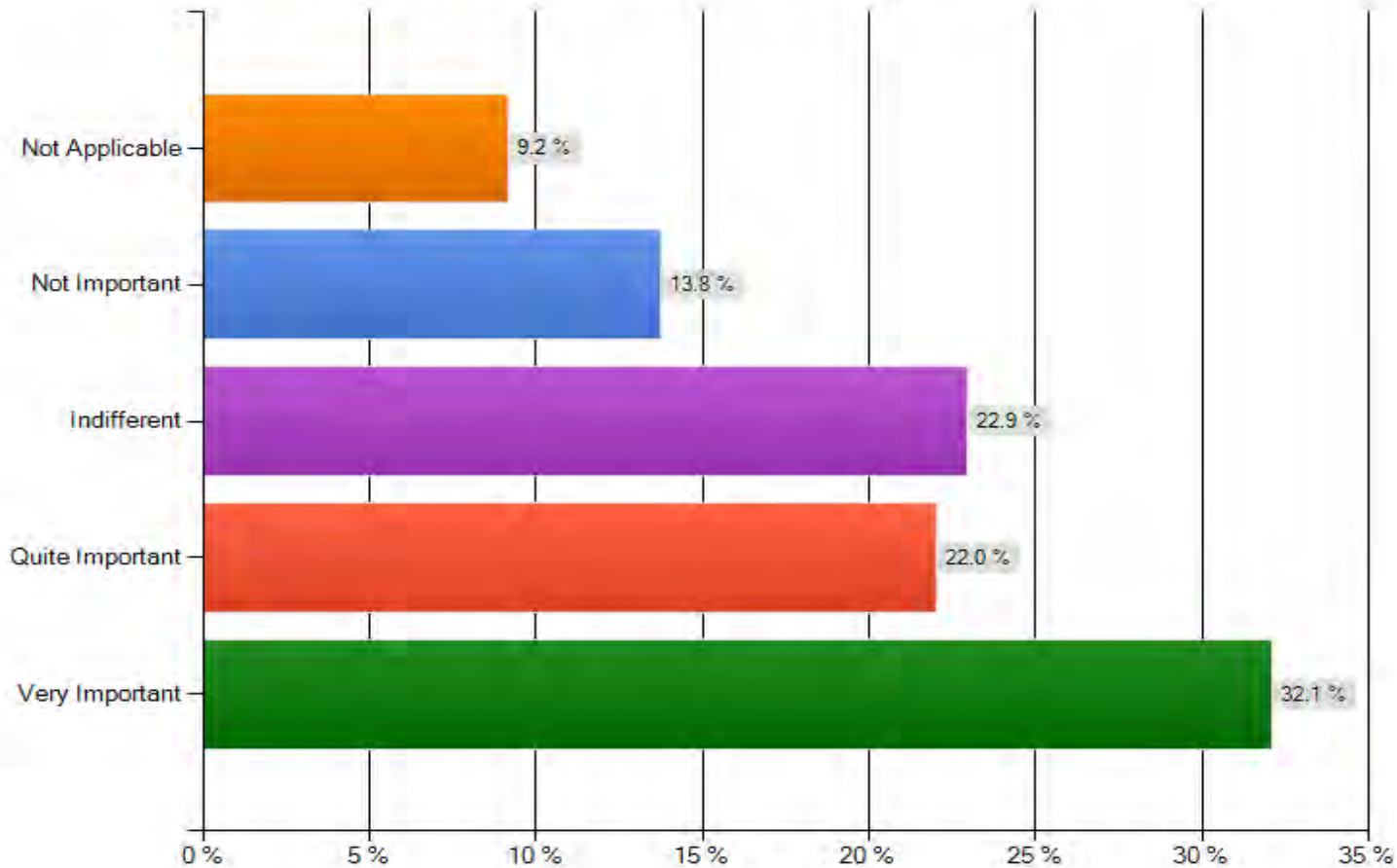
# How well is Salisbury marketed?

How well do you believe Salisbury is marketed?



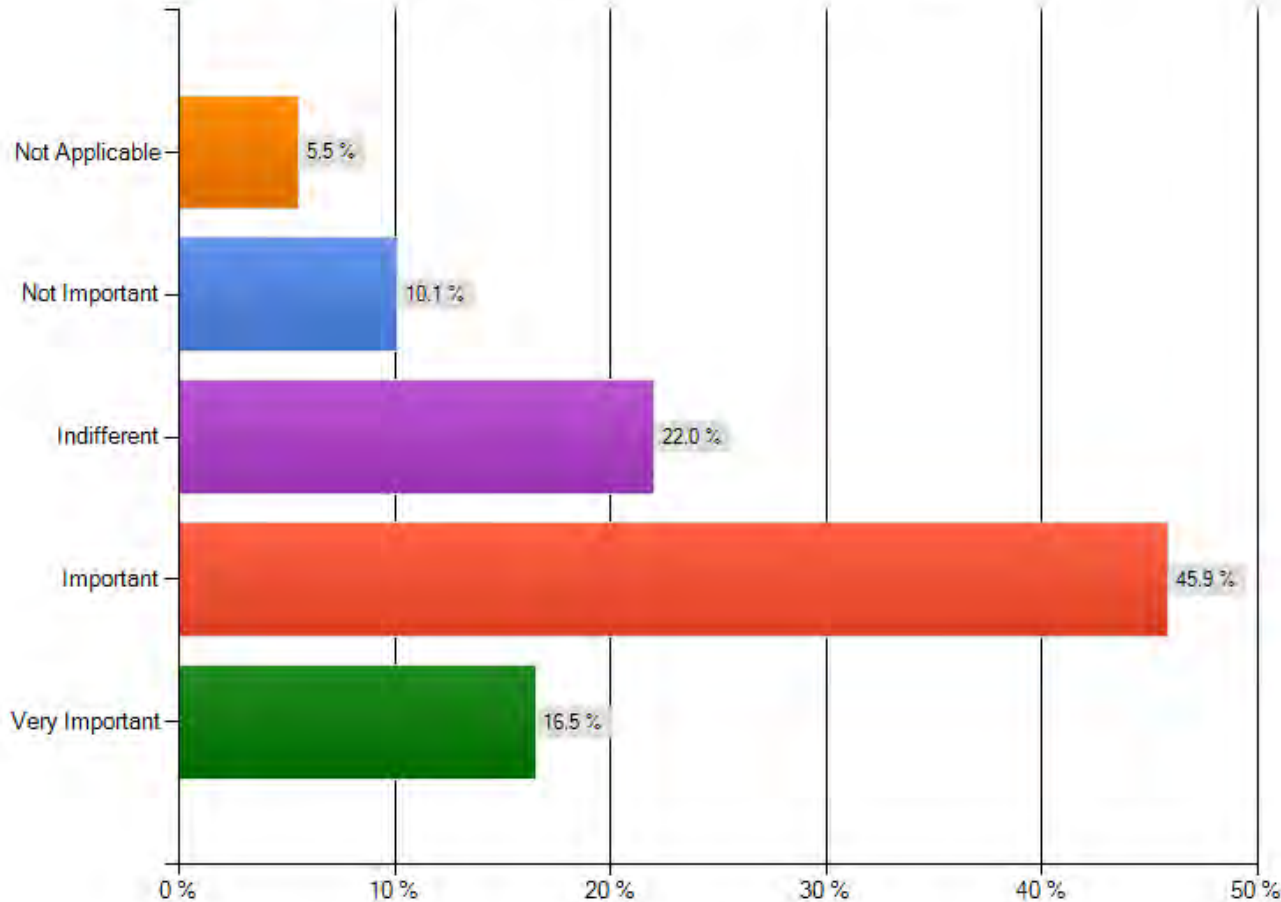
# Visitor Economy?

How important is Salisbury's visitor/tourism economy to you business?



# How important are events to your business?

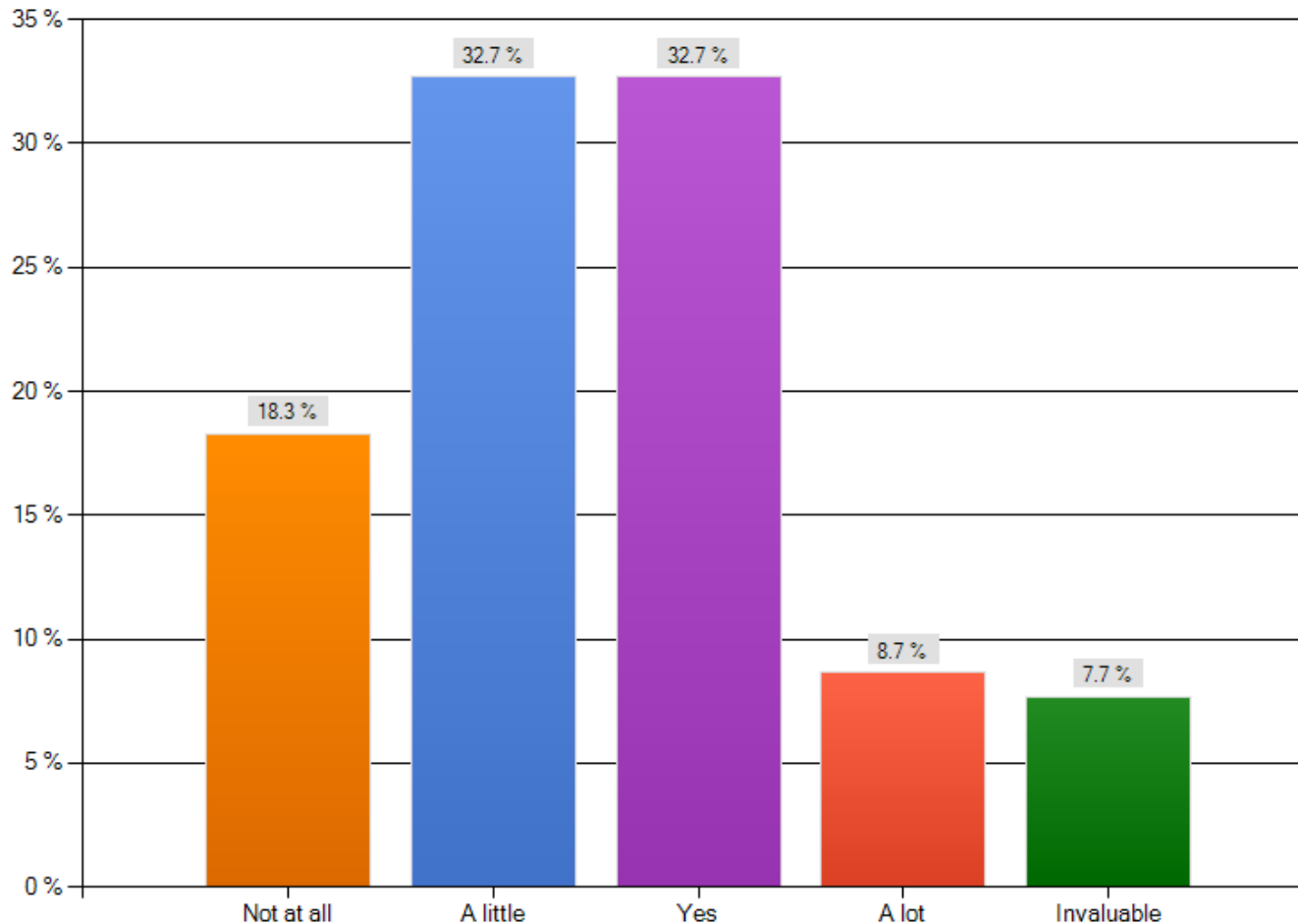
How important are city events to your business?





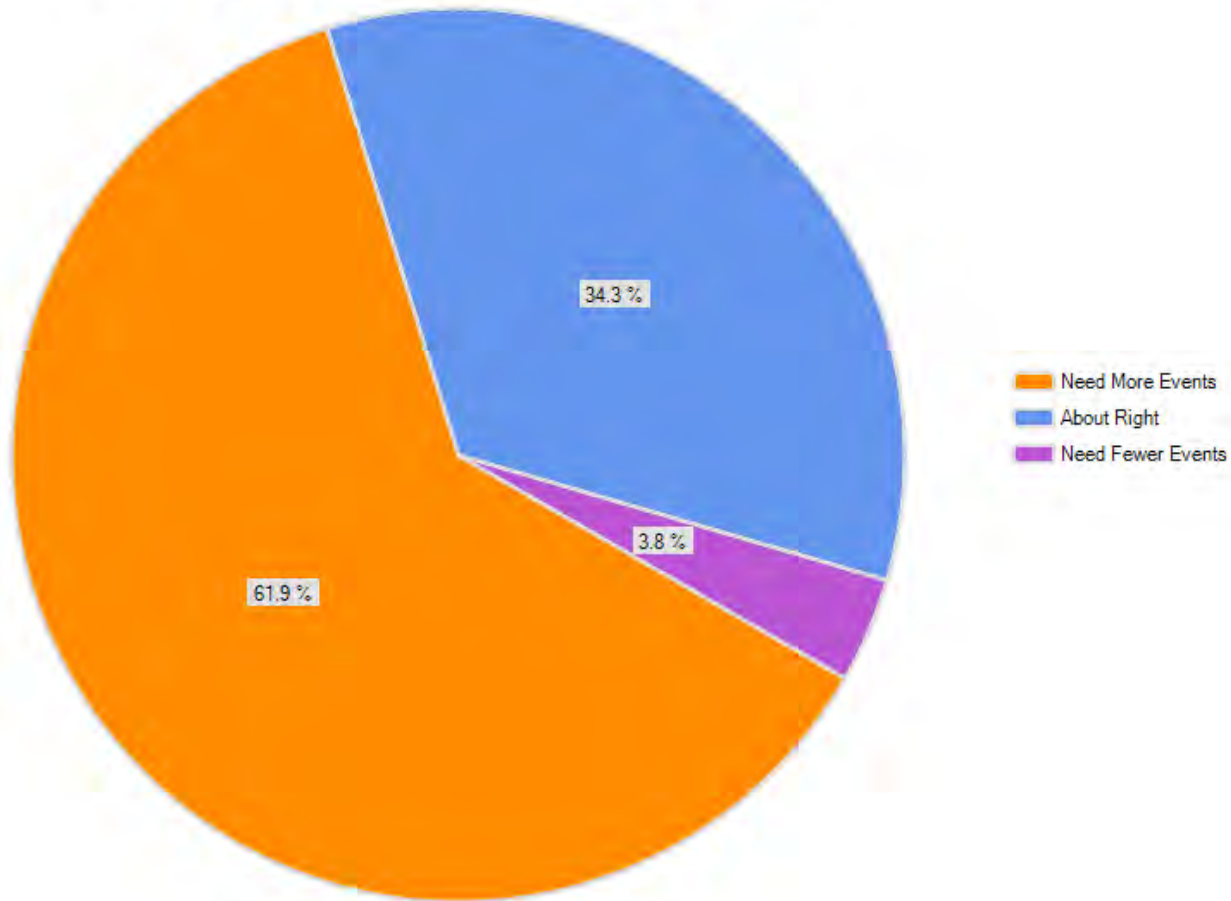
# Do events help your business?

Do they help your business?



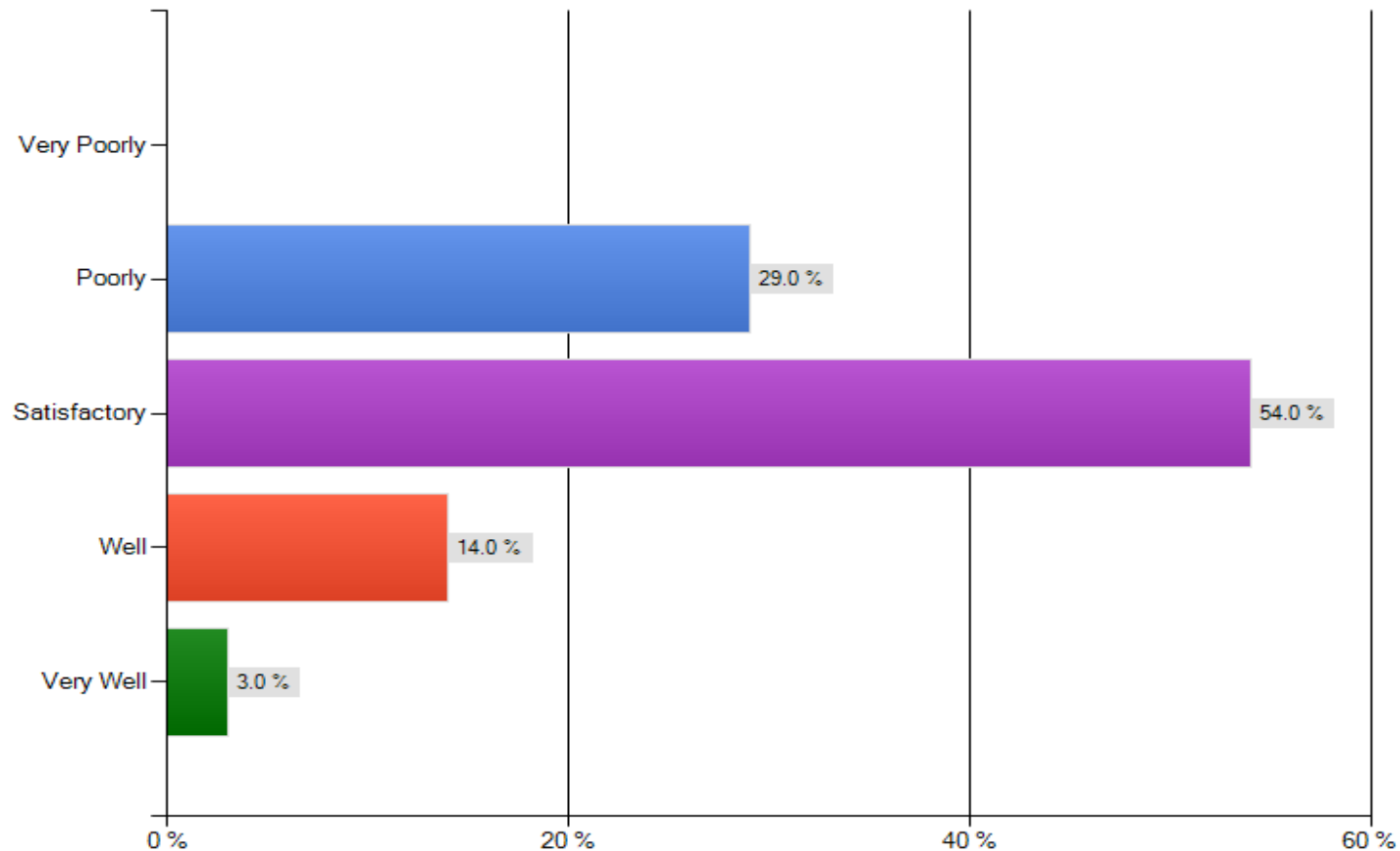
# What are your views on the current # of events?

What are your views on the current number of events?



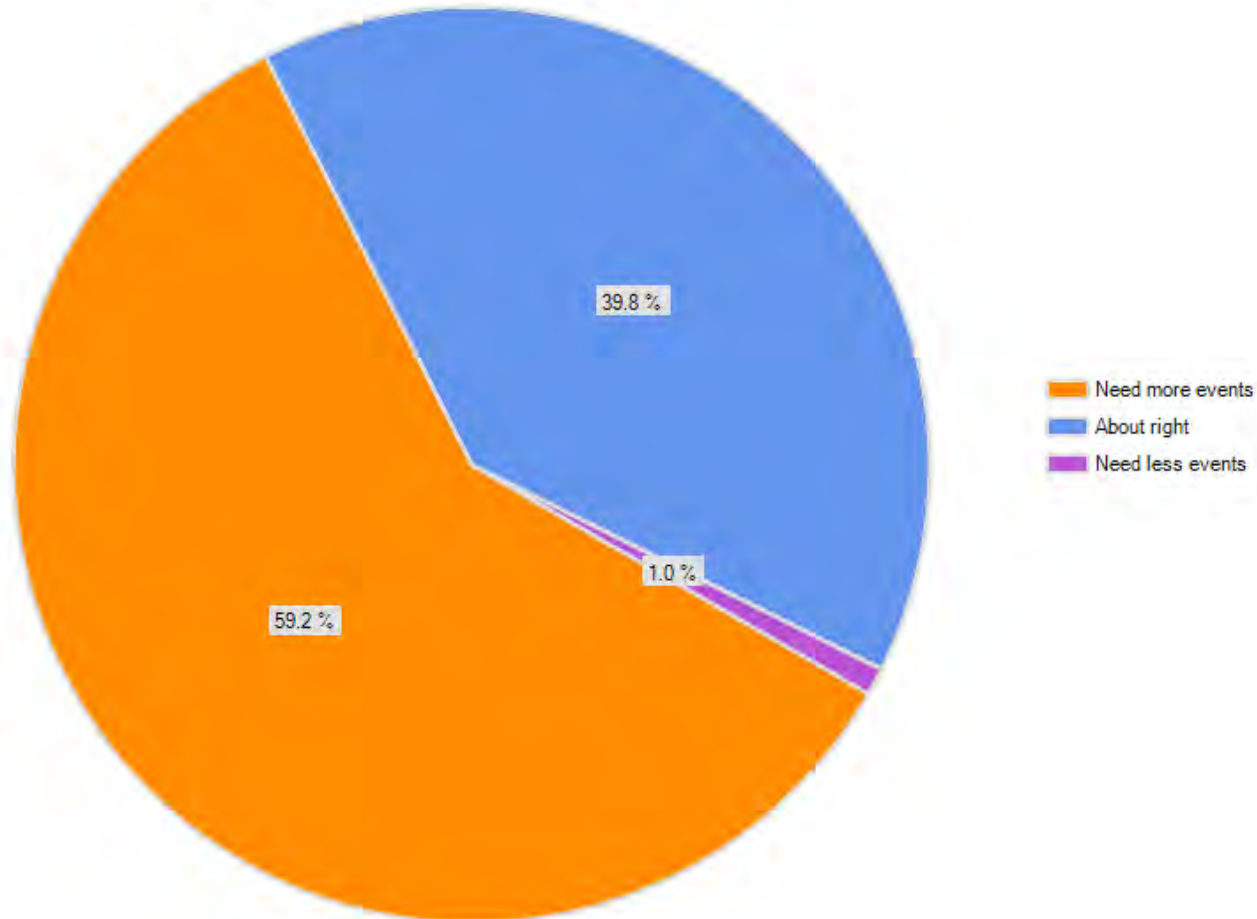
# How well are current events marketed?

How well do you think the current events are marketed?



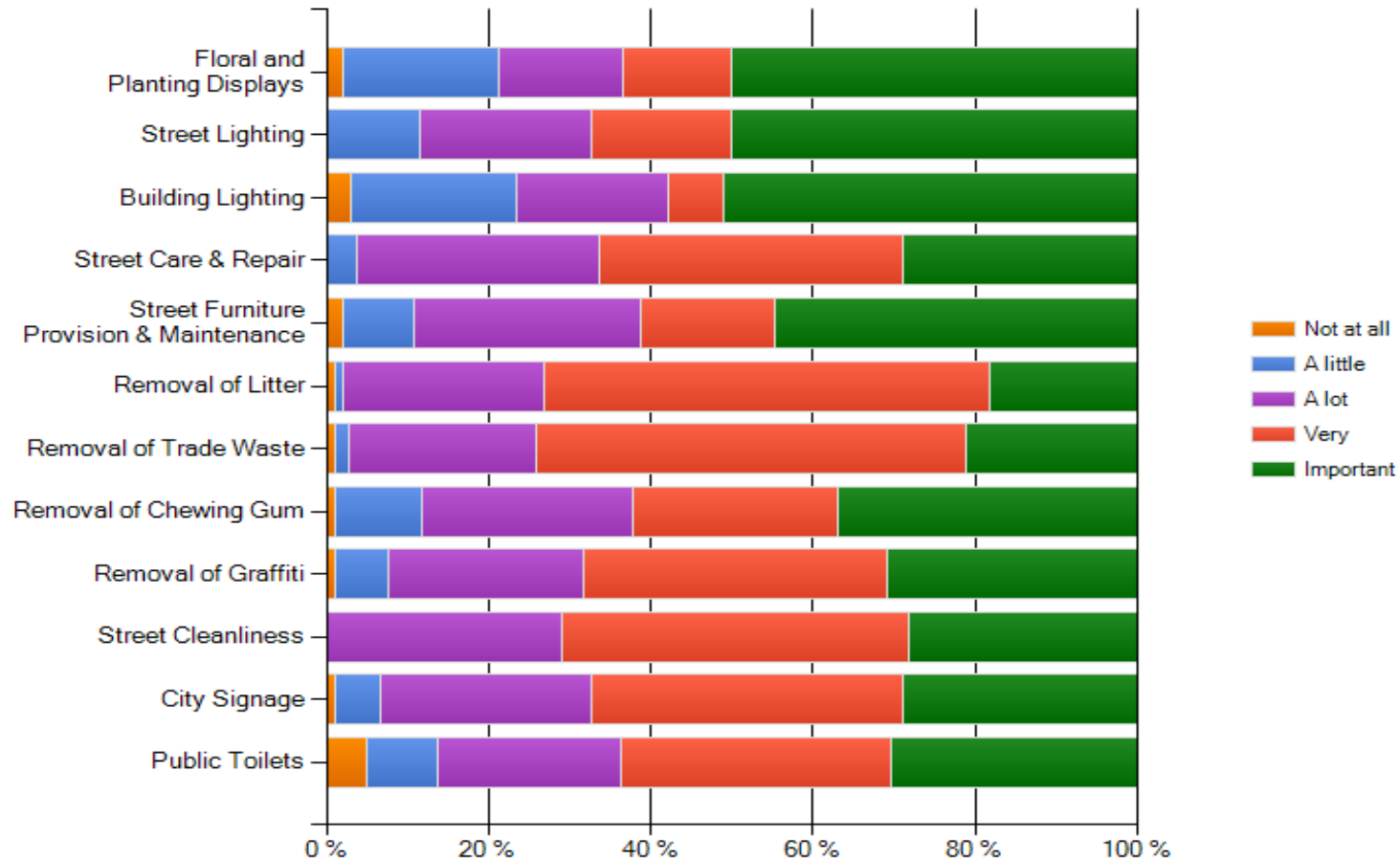
# Tourist Events?

What are your views on events to attract tourists?



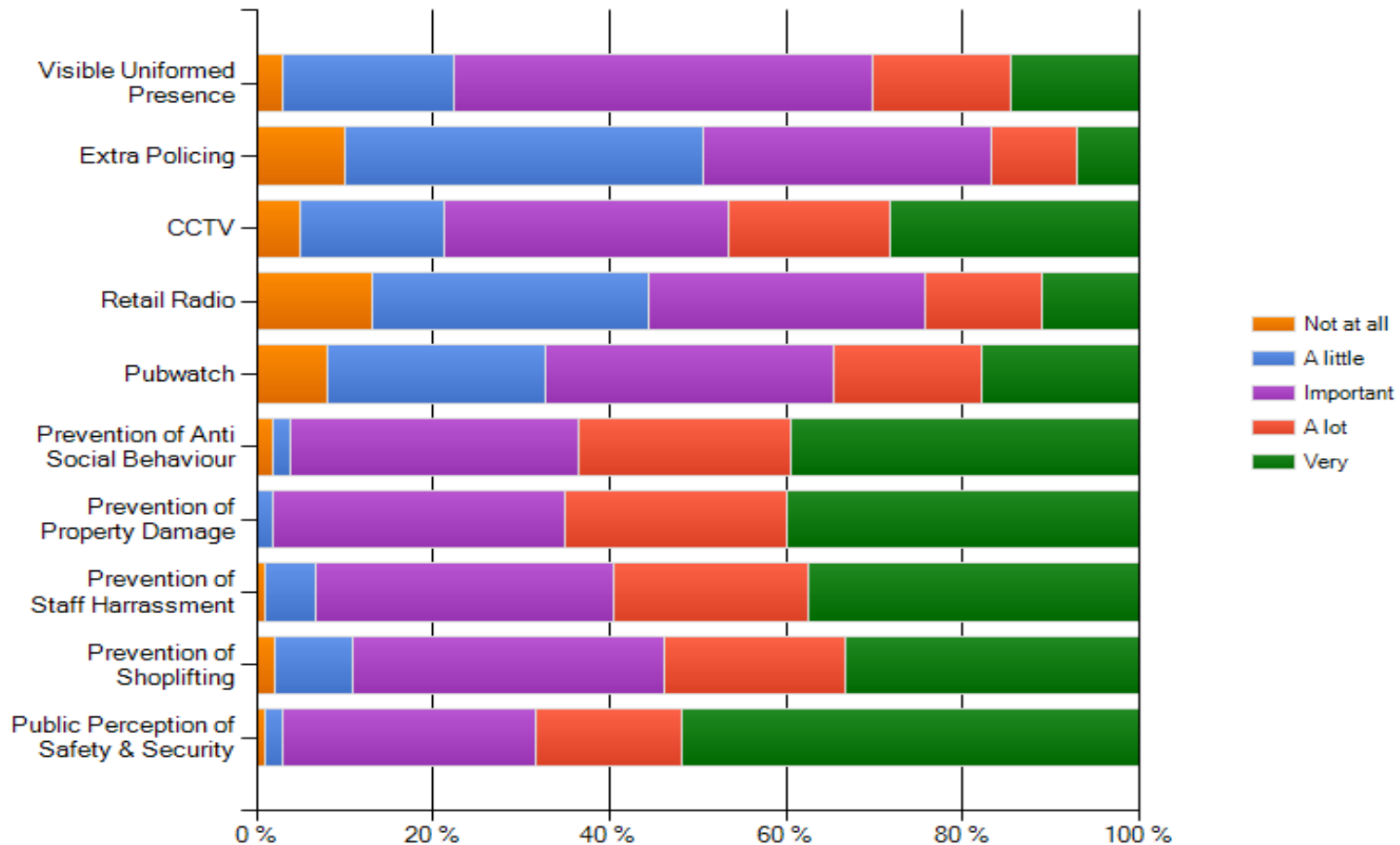
# How important are... (Environment)

How important are the following?



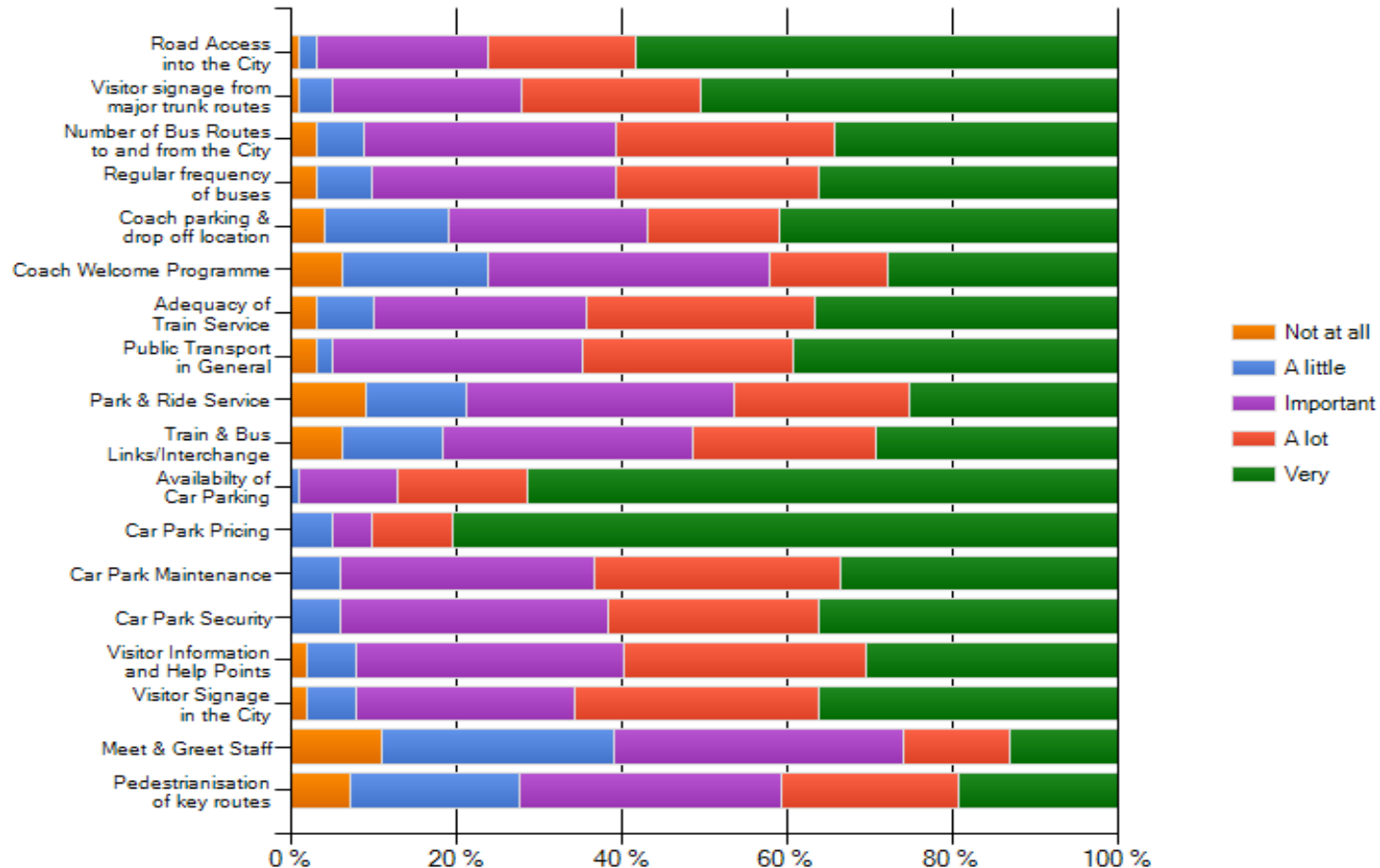
# How important are... (Safety/Security)

How important are the following?



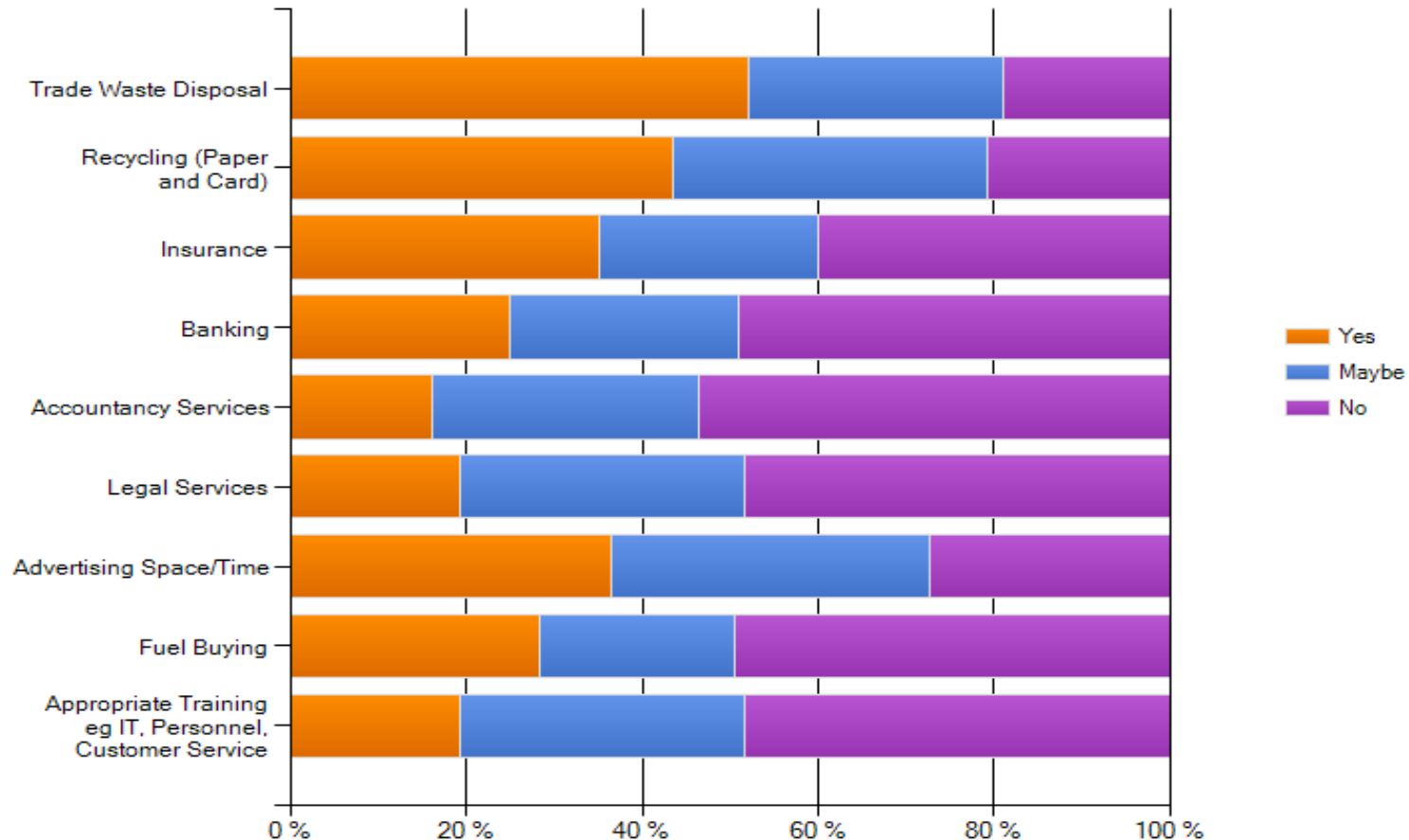
# How important are... (Accessibility)

How important are the following?



# Reducing Business Costs Through Central Procurement

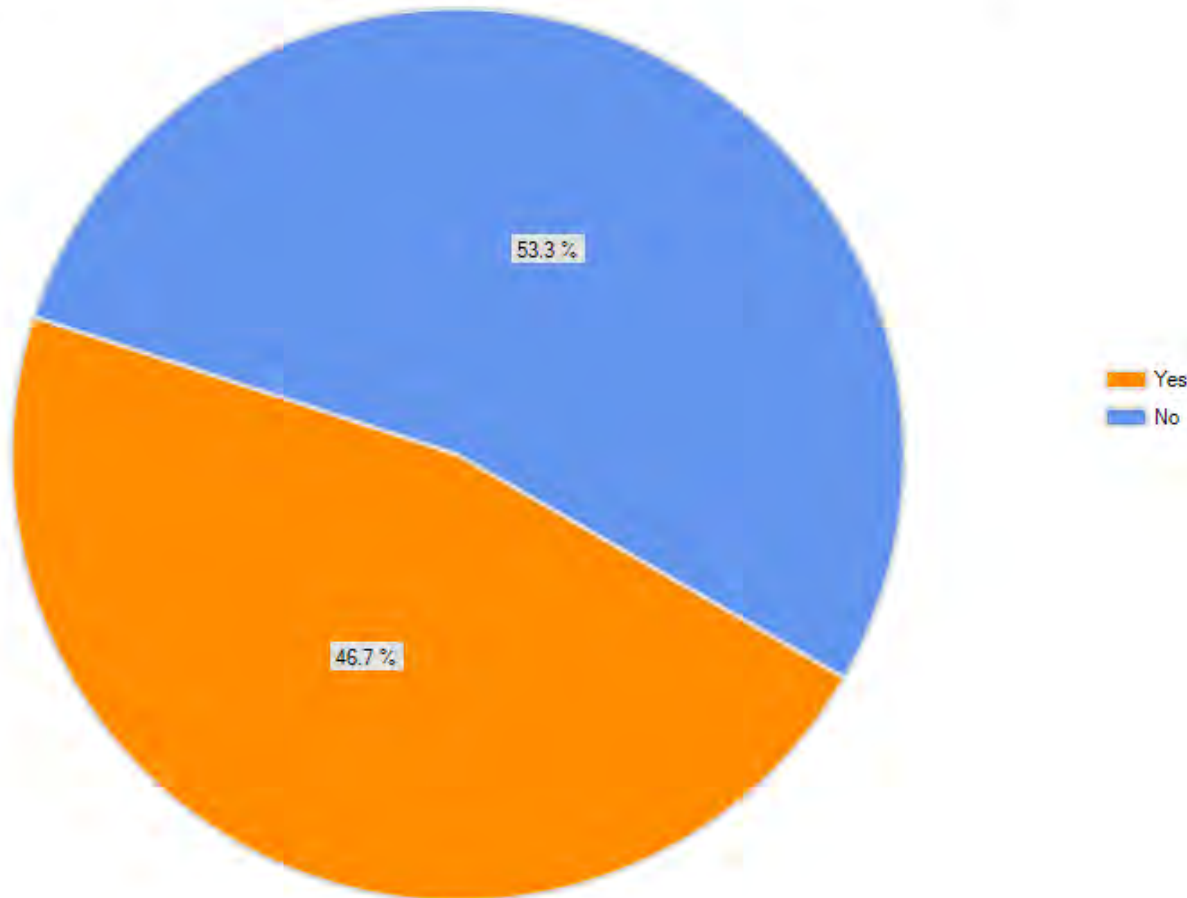
Would you be interested in reducing your business costs through the following? Central Procurement of:





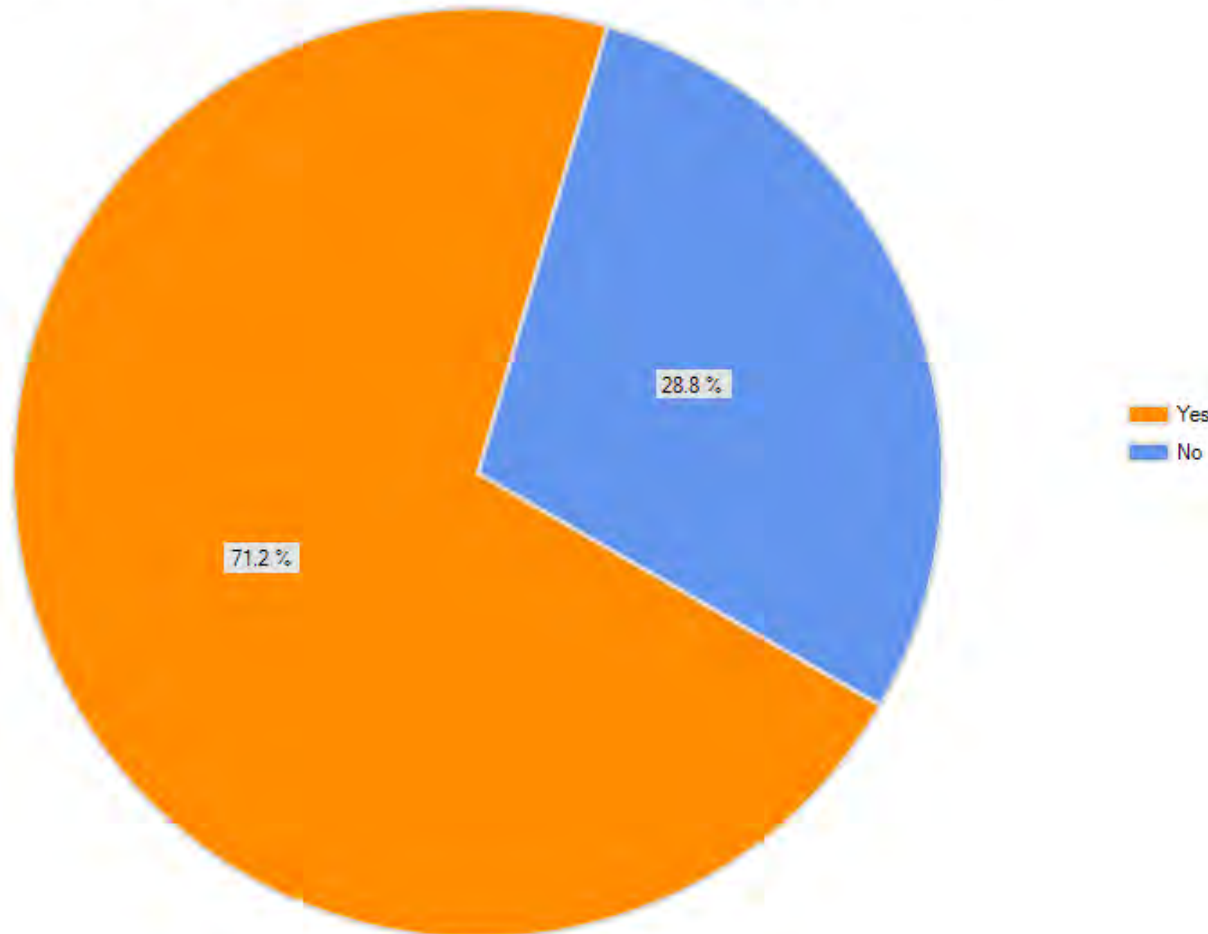
# Previous Support of Activities

Have you previously financially supported/sponsored any activities or events in Salisbury City?



# Awareness of SCCM

Are you aware of Salisbury City Centre Management or its work?



## 3 Top Ideas

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- Car Parking
- Improve Mix & Offer (including nighttime)
- Planned & Consistent Events & Promotion

# Selected Comments

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- ‘Salisbury, Best Kept Secret’
- ‘Eliminate Marketing Duplication’
- ‘Culture Shift to Counter Negativity’
- ‘Starting to see Better Tourism Marketing’
- ‘Marketing Tag to Hang On’
- ‘More Speciality Markets & Events’

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THANK YOU!