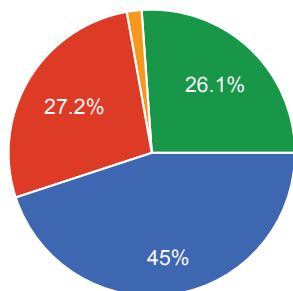




# Brighton & Hove Pride 2015 SURVEY RESULTS

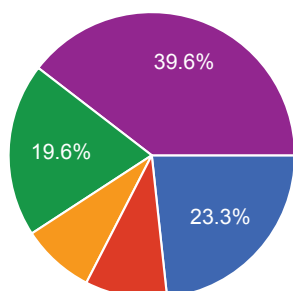
Many thanks to the almost 3000 people who responded. Your feedback is hugely valuable.

## How did you get to Brighton Pride?



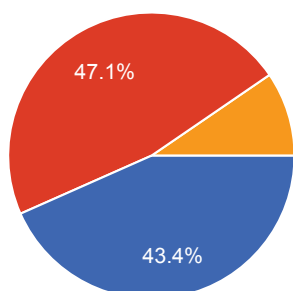
Train	45%
Car	27.2%
Coach	1.7%
Other	26.1%

## Where did you stay?



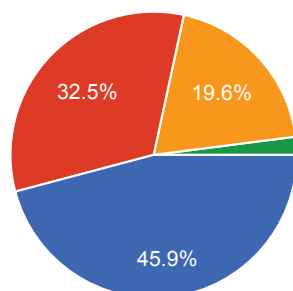
Hotel / B&B	32.6%
Brighton Pride Campsite	8.3%
With friends	19.6%
I Live locally	39.6%

## 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?



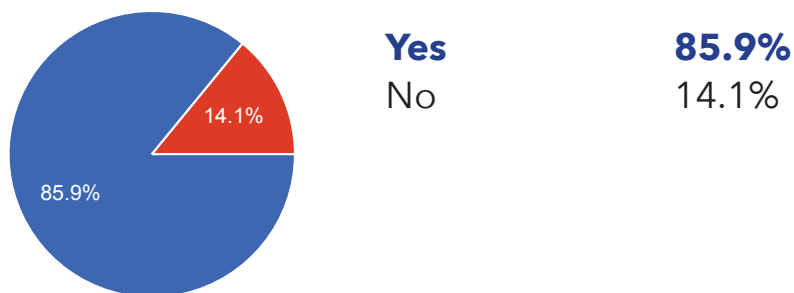
18-34	45.9%
35-46	32.5%
47-60	19.6%
61-100	2%



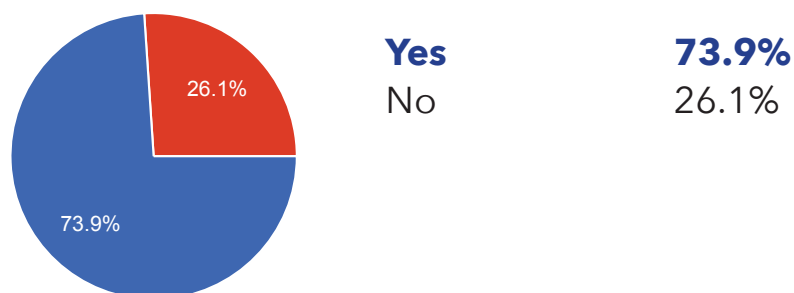
# Brighton & Hove Pride 2015 SURVEY RESULTS

## The Brighton Pride LGBT Community Parade

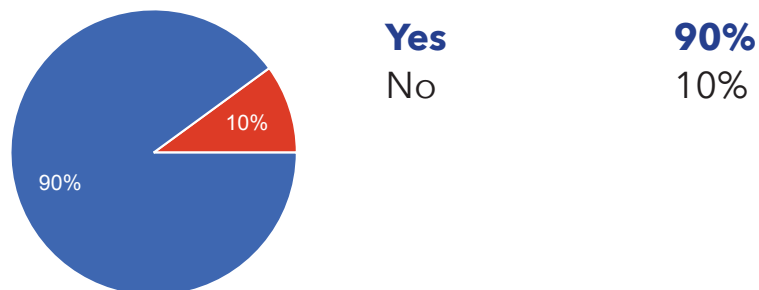
**Did you watch the Brighton Pride LGBT Community Parade?**



**Did you prefer the parade route this year?**



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

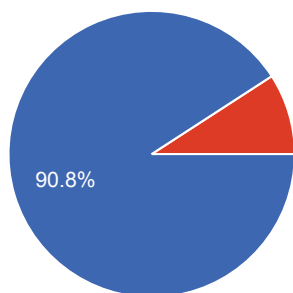




# Brighton & Hove Pride 2015 SURVEY RESULTS

## The Brighton Pride Festival

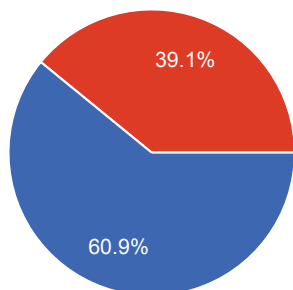
**Did you attend the Pride Festival event on Preston Park?**



**Yes**  
No

**90.8%**  
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**  
No

**60.9%**  
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 ?**

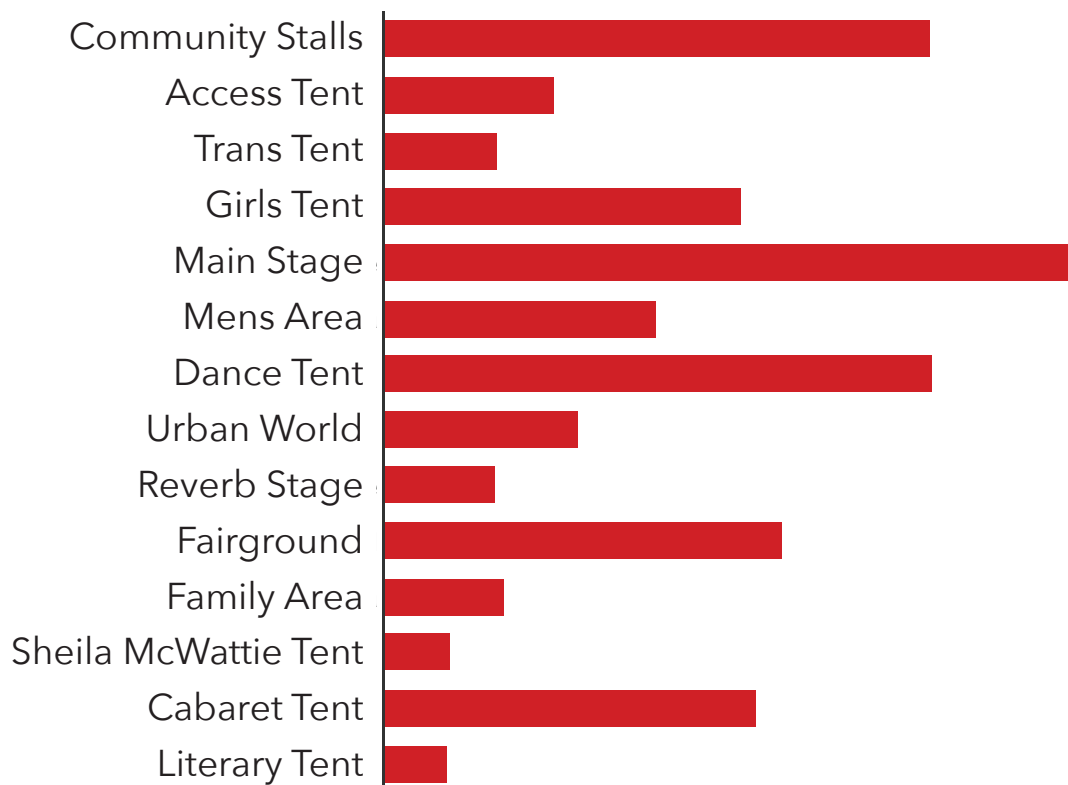
**Yes 77.7%**  
**34.4%**  
No

**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

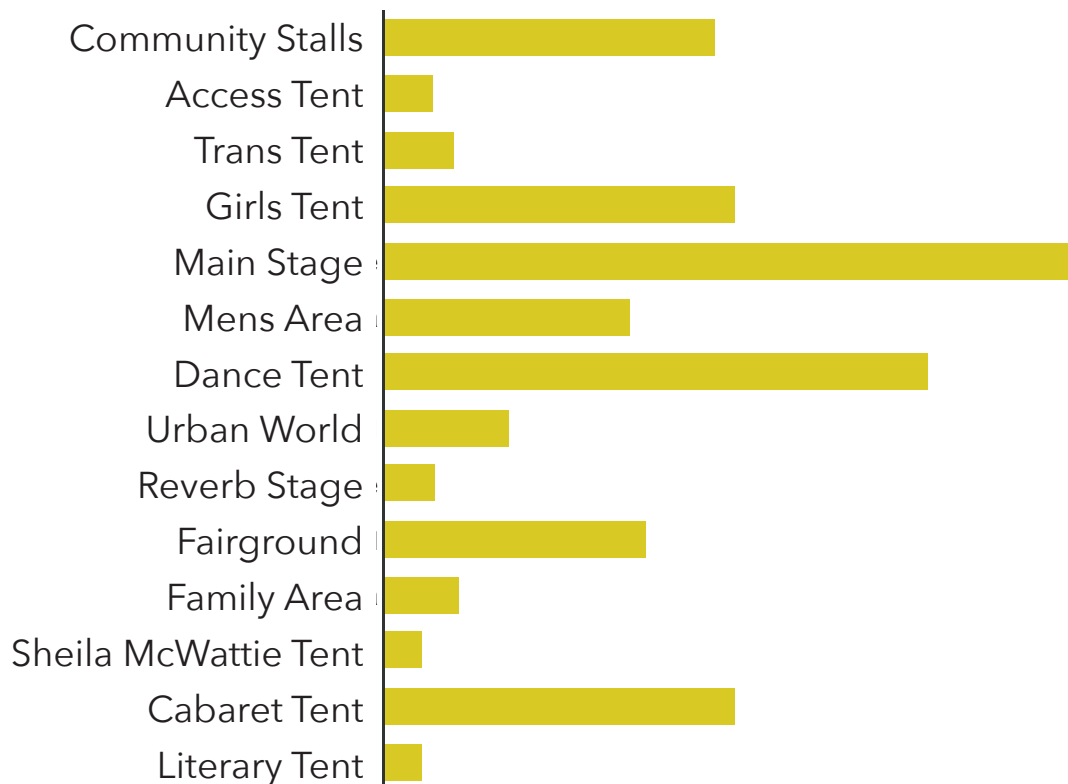


# Brighton & Hove Pride 2015 SURVEY RESULTS

## 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%

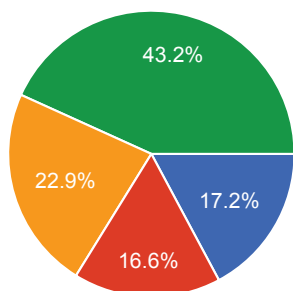
less than £50 10.7%



# 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?

<b>Yes</b>	<b>77.3%</b>
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 ?

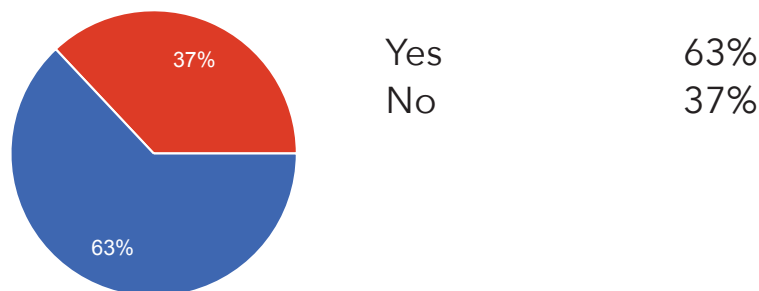
Brighton's visitor attractions scored very highly with our respondents, with Brighton Pier (92.1%), the Brighton Wheel (28.4%) and the Royal Pavilion (23.2%) being the most popular and others like the Brighton Marina, Brighton Museum and Sealife Centre also attracting increased visits.



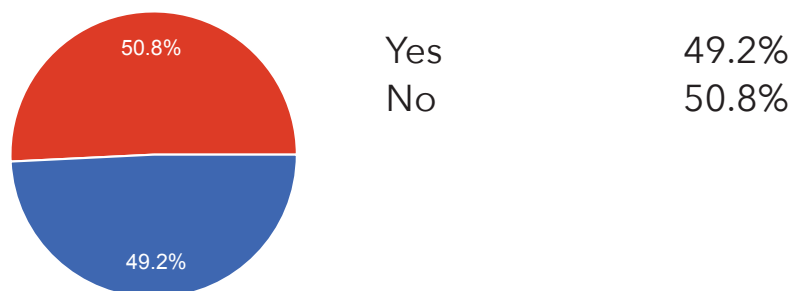
# Brighton & Hove Pride 2015 SURVEY RESULTS

## Brighton Pride CIC

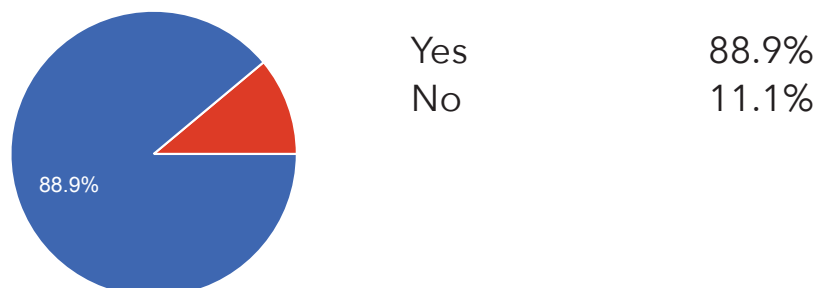
**Did you know that Brighton Pride CIC is a not for profit organisation?**



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



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



**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