

# surveys returned		169	
# in groups responding		341	
2 a	family	218	67.28%
b	friends	106	32.72%
	Total	324	
How found out:			
3 c	word of mouth	86	32.45%
a	newspaper	85	32.08%
b	radio	30	11.32%
h	multiple sources	23	8.68%
i	other	19	7.17%
f	flyer or magazine	10	3.77%
q	chowder Festival sponsor	7	2.64%
e	Internet/e-mail	4	1.51%
d	DNB, Inc. member	1	0.38%
Total responding		265	100.00%
Age Range:			
5 e	40-55	100	38.46%
c	20-29	46	17.69%
f	56-70	35	13.46%
q	over70	31	11.92%
d	30-39	30	11.54%
a	kid	13	5.00%
b	teenager	5	1.92%
Total responding		260	100.00%
Chowder festivals attended:			
6 a	first chowder festival	103	48.13%
d	all of them	46	21.50%
b	second chowder festival	40	18.69%
c	third chowder festival	25	11.68%
		214	100.00%
What else would like to do:			
7 a	cooking demonstrations	83	26.02%
c	arts/crafts booths	80	25.08%
d	retail booths	75	23.51%
b	historic tours	74	23.20%
e	other, see write up	7	2.19%
Total responding		319	100.00%

Rating:				
11	a	excellent	102	55.74%
	b	good	67	36.61%
	d	needs improvement	13	7.10%
	c	fair	1	0.55%
Total responding			183	100.00%

How often come to city:				
8	c	monthly	76	39.18%
	b	weekly	49	25.26%
	a	daily	23	11.86%
	d	yearly	20	10.31%
	f	other	17	8.76%
	e	first time visitor	9	4.64%
Total responding			194	100.00%

What they do in city:				
9	c	Dining	132	20.06%
	e	Events including festivals	101	15.35%
	a	shopping	69	10.49%
	d	Museums	68	10.33%
	f	Entertainment (Theater, symphony)	59	8.97%
	g	AHA!	57	8.66%
	i	Visit waterfront	33	5.02%
	h	Entertain visitors	28	4.26%
	l	ferry	25	3.80%
	b	National Park	21	3.19%
	k	Professional services	18	2.74%
	j	Subscription to theater, etc.	13	1.98%
	q	other	13	1.98%
	n	work	10	1.52%
	p	galleries	6	0.91%
	o	Explorium	3	0.46%
	m	School	2	0.30%
Total responding			658	100.00%

What else they would like to have in city:				
10	d	more events	78	32.91%
	f	more parking	63	26.58%
	b	more restaurants	47	19.83%
	a	more retail	17	7.17%
	e	more entertainment	16	6.75%
	h	better advertising	15	6.33%
	q	single destination store	1	0.42%
	c	more professional services		
	i	other		
Total responding			237	100.00%