






1. Which of the following best describes you?

		Response Percent	Response Count
I am a visitor		100.0%	94
I am a local resident		0.0%	0
I work in Cambridge		0.0%	0
		answered question	94
		skipped question	0






2. Are you aware of punting as a leisure pursuit?

		Response Percent	Response Count
Yes		88.3%	83
No		11.7%	11
		answered question	94
		skipped question	0





3. Have you been approached today about a punt tour?

		Response Percent	Response Count
Yes		75.0%	66
No		25.0%	22
		answered question	88
		skipped question	6





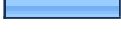


4. How many times have you been approached?

		Response Percent	Response Count
Once		12.1%	8
Twice		21.2%	14
Three times		18.2%	12
Four times		7.6%	5
Five or more		40.9%	27
answered question			66
skipped question			28



5. Where were you approached?

		Response Percent	Response Count
By the river (Including Mill Pond and Quayside)		57.6%	38
Along Kings Parade		75.8%	50
Outside Tourist Information Centre		4.5%	3
The Market Square		10.6%	7
answered question			66
skipped question			28



6. Was this experience...

		Response Percent	Response Count
Pleasant		33.3%	22
Informative		7.6%	5
Useful		7.6%	5
No strong opinion		39.4%	26
Annoying		18.2%	12
Intrusive		7.6%	5
Aggressive		3.0%	2
answered question			66
skipped question			28



7. Has the experience affected your perception of Cambridge?

		Response Percent	Response Count
Yes		21.2%	14
No		78.8%	52
answered question			66
skipped question			28

8. If yes, has this affect been...

		Response Percent	Response Count
Positive		50.0%	7
Negative		50.0%	7
answered question			14
skipped question			80

9. Would this experience put you off visiting the city again?

		Response Percent	Response Count
Yes		8.3%	2
No		91.7%	22
Not applicable, give reason...			0
answered question			24
skipped question			70

10. Any additional comments

	Response Count
	11
answered question	11
skipped question	83

Page 10, Q10. Any additional comments

1	Party of 6 quoted £8ph - started to rain, asked for refund and was refused. Started swearing at group but eventually gave refund.	Aug 16, 2011 11:23 AM
2	Very annoying and aggressive.	Aug 16, 2011 11:22 AM
3	Didn't think it would be quite so pushy or commercialised in the City.	Aug 16, 2011 11:18 AM
4	Would come back. Tour bus excellent.	Aug 16, 2011 11:06 AM
5	Very helpful and pleasant. Too many of them.	Aug 16, 2011 11:03 AM
6	Really nice, friendly when saying no.	Aug 16, 2011 10:55 AM
7	Very friendly, not annoying.	Aug 16, 2011 10:54 AM
8	Very polite.	Aug 16, 2011 10:44 AM
9	Really nice place	Aug 16, 2011 10:42 AM
10	Ignore, tough enough to deal with it. Far too many.	Aug 16, 2011 10:32 AM
11	Not bothered	Aug 16, 2011 10:18 AM